A338f-3.1 U

# FAS-FAX:
## United States Newspapers

*Circulation averages for six months ended September 30, 1987*

# Daily Newspapers

*Preliminary figures as filed with:*

**Audit Bureau of Circulations**
900 N. Meacham Road, Schaumburg, IL 60173-4968

# INFORMATION FOR THE USERS OF THIS REPORT

ABC Daily Newspaper FAS-FAX reports are published semiannually in April and October and include selected data from regular Publisher's Statements as filed with ABC by publisher members. US and Canadian newspaper data are published in separate volumes.

Circulation figures for most newspapers in this FAS-FAX report are six-month averages. In some cases, the annual audit reporting periods do not coincide with the generally used March 31 and September 30 closing dates and, in these cases, the figures are three-month averages (see note on symbols). Publisher's Statement Not Filed By Press Time indicates that the publisher has not filed their statement prior to the closing date of this issue of FAS-FAX.

As in the case of all data filed with ABC, the data are subject to confirmation by regularly scheduled audits. If there is an adjustment of five percent or more between the publisher's figures and the auditor's findings, then the previous year comparison figures shown in FAS-FAX are adjusted to the auditor's findings. When a newspaper in a competitive market is adjusted under this policy, all other newspapers in the market are adjusted to the actual audit (see note on symbols). Additional detailed information for each listed newspaper is contained in its Publisher's Statement and Audit Report.

City and Retail Trading Zones are market areas defined by the Audit Bureau. Newspaper Designated Market is that geographical area which is considered to be the market served by the newspaper. City Of Publication indicates circulation is reported by corporate city rather than zones or other optional methods. Detailed descriptions of census units comprising each newspaper's market definitions are contained in the regular Publisher's Statements and Audit Reports.

All ABC reports for newspaper members in the US include county population and occupied households (OH's) estimates as of December 31 each year obtained from Sales & Marketing Management's (S&MM's) "Survey of Buying Power." Estimates for ABC-defined newspaper markets and areas below the county level are projections based upon "Survey of Buying Power" estimates. Occupied households figures used in this report are December 31, 1986 Sales And Marketing Management estimates reported for the first time in this FAS-FAX report. The same figures will also be reported in September 30, 1987 Publisher's Statements and Audit Reports. Questions should be directed to Manager, Market Information.

Ratio Circulation/Occupied Households is a mathematical relationship of average paid circulation to occupied households within the designated area.

## SYMBOLS

| | |
|---|---|
| # | Identifies newspaper reporting circulation averages by Newspaper Designated Market. OH's and Ratio Circ/OH's data are applicable to that market designation. |
| @ | Identifies newspaper reporting circulation averages by City Of Publication. OH's and Ratio Circ/OH's data are applicable to that market designation. |
| * | Identifies three-month circulation averages (see text above). |
| + | Identifies adjusted comparison figures (see text above). |

* * * *

Would you like to receive additional copies of this report or copies of the other newspaper FAS-FAX reports? A limited number of extra copies are available at the Bureau's Schaumburg office at prices quoted below:

## FAS-FAX RATES

| | MEMBERS | NON-MEMBERS |
|---|---|---|
| US Daily Newspaper FAS-FAX | $20.00 | $40.00 |
| Canadian Daily Newspaper FAS-FAX | 5.00 | 10.00 |
| US and Canadian Weekly Newspaper FAS-FAX | 5.00 | 10.00 |

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Source: Audit Bureau of Circulations' FAS-FAX Report - September 30, 1987.

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

| ALABAMA | | CZ OR NDM OH'S | CZ OR NDM CIRC | RATIO CIRC/ OH'S | RIZ OR NDM OH'S | RIZ OR NDM CIRC | RATIO CIRC/ OH'S | TOTAL NDM OR CZ & RIZ OH'S | TOTAL NDM OR CZ & RIZ CIRC | TOTAL CIRCULATION AS OF 9/30/87 | TOTAL CIRCULATION AS OF 9/30/86 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| ANNISTON (CALHOUN CO.) | | 27,400 | | | 32,400 | | | 59,800 | | | |
| STAR | E (M-F) | | 17,395 | 63.49 | | 13,111 | 40.47 | | 30,506 | 31,592* | 31,798* |
| STAR | SAT M | | 18,688 | 68.20 | | 13,616 | 42.02 | | 32,304 | 33,467* | 33,377* |
| STAR | SUN | | 17,994 | 65.67 | | 13,607 | 42.00 | | 31,601 | 32,793* | 32,964* |
| BIRMINGHAM (JEFFERSON CO.) | | 280,600 | | | 273,000 | | | 553,600 | | | |
| POST-HERALD, NEWS | CMB DLY | | 170,559 | 60.78 | | 33,801 | 12.38 | | 204,360 | 229,345 | 227,093 |
| POST-HERALD | M (M-F) | | 40,871 | 14.57 | | 10,208 | 3.74 | | 51,079 | 60,947 | 60,539 |
| NEWS | E (M-F) | | 129,688 | 46.22 | | 23,593 | 8.64 | | 153,281 | 168,398 | 166,554 |
| POST-HERALD | SAT M | | 36,287 | 12.93 | | 9,125 | 3.34 | | 45,412 | 54,419 | 53,300 |
| NEWS | SAT E | | 111,445 | 39.72 | | 21,692 | 7.95 | | 133,137 | 145,767 | 144,070 |
| NEWS | SUN | | 154,145 | 54.93 | | 37,085 | 13.58 | | 191,230 | 213,630 | 210,454 |
| CULLMAN (CULLMAN CO.) | | 5,300 | | | 21,900 | | | 27,200 | | | |
| TIMES | M (TU-F) | | 3,463 | 65.34 | | 5,592 | 25.53 | | 9,055 | 9,639 | 9,244 |
| TIMES | SUN | | 3,902 | 73.62 | | 7,212 | 32.93 | | 11,114 | 11,727 | 11,603 |
| DECATUR (MORGAN CO.) | | 20,300 | | | 60,500 | | | 80,800 | | | |
| DAILY | E (M-F) | | 12,715 | 62.64 | | 13,211 | 21.84 | | 25,926 | 26,100* | 25,535* |
| DAILY | SAT M | | 12,593 | 62.03 | | 13,535 | 22.37 | | 26,128 | 26,303* | 25,108* |
| DAILY | SUN | | 13,864 | 68.30 | | 15,379 | 25.42 | | 29,243 | 29,449* | 28,497* |
| DOTHAN (HOUSTON CO.) | | 20,800 | | | 72,700 | | | 93,500 | | | |
| EAGLE | M | | 9,996 | 48.06 | | 11,909 | 16.38 | | 21,905 | 22,624* | 22,445* |
| EAGLE | SUN | | 11,336 | 54.50 | | 13,981 | 19.23 | | 25,317 | 26,221* | 25,998* |
| FLORENCE (LAUDERDALE CO.)-SHEFFIELD-TUSCUMBIA-MUSCLE SHOALS (COLBERT CO.) | | 26,100 | | | 26,600 | | | 52,700 | | | |
| TIMES DAILY | M | | 15,462 | 59.24 | | 12,064 | 45.35 | | 27,526 | 32,531* | 31,173* |
| TIMES DAILY | SUN | | 16,432 | 62.96 | | 13,325 | 50.09 | | 29,757 | 35,062* | 34,206* |
| GADSDEN (ETOWAH CO.) | | 23,000 | | | 57,000 | | | 80,000 | | | |
| TIMES | E | | 18,684 | 81.23 | | 11,212 | 19.67 | | 29,896 | 30,341* | 29,582* |
| TIMES | SUN | | 19,835 | 86.24 | | 12,214 | 21.43 | | 32,049 | 32,581* | 32,986* |
| HUNTSVILLE (MADISON CO.) | | 61,500# | | | 113,900 | | | 175,400 | | | |
| NEWS, TIMES | CMB DLY | # | 47,007 | 76.43 | | 21,607 | 18.97 | | 68,614 | 70,269 | 71,029 |
| NEWS | M (M-F) | # | 11,075 | 18.01 | | 1,901 | 1.67 | | 12,976 | 13,034 | 13,427 |
| TIMES | E (M-F) | # | 35,932 | 58.43 | | 19,706 | 17.30 | | 55,638 | 57,235 | 57,602 |
| NEWS | SAT M | # | 9,772 | 15.89 | | 1,831 | 1.61 | | 11,603 | 11,661 | 11,798 |
| TIMES | SAT E | # | 32,277 | 52.48 | | 18,465 | 16.21 | | 50,742 | 52,197 | 51,239 |
| TIMES | SUN | # | 43,929 | 71.43 | | 27,158 | 23.84 | | 71,087 | 74,004 | 73,391 |

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*AVERAGES FOR 3 MONTHS

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

| ALABAMA | | CZ OR NDM OH'S | CZ OR NDM CIRC | RATIO CIRC/ OH'S | RTZ OR NDM OH'S | RTZ OR NDM CIRC | RATIO CIRC/ OH'S | TOTAL NDM OR CZ & RTZ OH'S | TOTAL NDM OR CZ & RTZ CIRC | TOTAL CIRCULATION AS OF 9/30/87 | TOTAL CIRCULATION AS OF 9/30/86 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| JASPER (WALKER CO.) | | 5,100 | | | 15,100 | | | 20,200 | | | |
| MOUNTAIN EAGLE | E (M-F) | | 4,165 | 81.67 | | 6,724 | 44.53 | | 10,889 | 12,553 | 12,467 |
| MOUNTAIN EAGLE | SUN | | 3,925 | 76.96 | | 6,645 | 44.01 | | 10,570 | 12,215 | 11,979 |
| MOBILE (MOBILE CO.) | | 93,200 | | | 183,400 | | | 276,600 | | | |
| REGISTER, PRESS | CMB DLY | | 56,823 | 60.97 | | 43,649 | 23.80 | | 100,472 | 101,073 | 99,980 |
| REGISTER | M (M-F) | | 29,346 | 31.49 | | 24,456 | 13.33 | | 53,802 | 54,308 | 52,310 |
| PRESS | E (M-F) | | 27,477 | 29.48 | | 19,193 | 10.47 | | 46,670 | 46,765 | 47,670 |
| PRESS REGISTER | SAT M | | 46,959 | 50.39 | | 40,518 | 22.09 | | 87,477 | 88,052 | 86,708 |
| PRESS REGISTER | SUN | | 55,274 | 59.31 | | 52,085 | 28.40 | | 107,359 | 108,139 | 106,786 |
| MONTGOMERY (MONTGOMERY CO.) | | 72,500 | | | 162,200 | | | 234,700 | | | |
| ADVERTISER, JOURNAL | CMB DLY | | 36,835 | 50.81 | | 19,050 | 11.74 | | 55,885 | 66,291 | 72,998 |
| ADVERTISER | M (M-F) | | 23,606 | 32.56 | | 15,315 | 9.44 | | 38,921 | 49,247 | 52,312 |
| JOURNAL | E (M-F) | | 13,229 | 18.25 | | 3,735 | 2.30 | | 16,964 | 17,044 | 20,686 |
| JOURNAL & ADVERTISER | SAT M | | 31,529 | 43.49 | | 18,657 | 11.50 | | 50,186 | 60,392 | 66,245 |
| JOURNAL & ADVERTISER | SUN | | 42,698 | 58.89 | | 26,503 | 16.34 | | 69,201 | 82,708 | 85,841 |
| OPELIKA (LEE CO.) | | 20,800 | | | 31,500 | | | 52,300 | | | |
| NEWS | E (M-F) | | 8,321 | 40.00 | | 3,926 | 12.46 | | 12,247 | 13,174 | 12,736 |
| NEWS | SUN | | 8,654 | 41.61 | | 4,358 | 13.83 | | 13,012 | 13,989 | 14,129 |
| TUSCALOOSA (TUSCALOOSA CO.) | | 52,400# | | | | | | 52,400 | | | |
| NEWS | E | # | 27,050 | 51.62 | | | | | 27,050 | 35,168 | 33,185 |
| NEWS | SUN | # | 29,702 | 56.68 | | | | | 29,702 | 39,128 | 37,254 |
| ALASKA | | | | | | | | | | | |
| ANCHORAGE (ANCHORAGE BOROUGH) | | 121,300# | | | | | | 121,300 | | | |
| NEWS | M | # | 52,902 | 43.61 | | | | | 52,902 | 56,084* | 55,926* |
| NEWS | SUN | # | 66,997 | 55.23 | | | | | 66,997 | 70,768* | 68,043* |
| TIMES | E | # | 34,754 | 28.65 | | | | | 34,754 | 35,524* | 37,117* |
| TIMES | SUN | # | 43,552 | 35.90 | | | | | 43,552 | 45,267* | 47,623* |
| FAIRBANKS (FAIRBANKS NORTH STAR BOROUGH) | | 29,200# | | | | | | 29,200 | | | |
| NEWS-MINER | E | # | 16,160 | 55.34 | | | | | 16,160 | 16,517* | 17,037* |
| NEWS-MINER | SUN | # | 20,799 | 71.23 | | | | | 20,799 | 21,225* | 21,367* |

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*AVERAGES FOR 3 MONTHS

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

| ARIZONA | | CZ OR NDM OH'S | CZ OR NDM CIRC | RATIO CIRC/ OH'S | RIZ OR NDM OH'S | RIZ OR NDM CIRC | RATIO CIRC/ OH'S | TOTAL NDM OR CZ & RIZ OH'S | TOTAL NDM OR CZ & RIZ CIRC | TOTAL CIRCULATION AS OF 9/30/87 | TOTAL CIRCULATION AS OF 9/30/86 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| CASA GRANDE (PINAL CO.) | | 5,700 | | | 14,400 | | | 20,100 | | | |
| DISPATCH | E | | 4,405 | 77.28 | | 2,832 | 19.67 | | 7,237 | 7,484 | 7,402 |
| FLAGSTAFF (COCONINO CO.) | | 18,500# | | | 10,500 | | | 29,000 | | | |
| SUN | E (M-F) | # | 10,659 | 57.62 | | 879 | 8.37 | | 11,538 | 11,886 | 11,162 |
| SUN | SUN | # | 11,195 | 60.51 | | 960 | 9.14 | | 12,155 | 12,818 | 12,344 |
| KINGMAN (MOHAVE CO.) | | 8,400# | | | | | | 8,400 | | | |
| MOHAVE MINER | E (M-F) | # | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME | | | | | | | | |
| MOHAVE MINER | SUN | # | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME | | | | | | | | |
| PHOENIX (MARICOPA CO.) | | 733,700 | | | 113,800 | | | 847,500 | | | |
| REPUBLIC, GAZETTE | CMB DLY | | 350,193 | 47.73 | | 30,627 | 26.91 | | 380,820 | 404,194 | 382,976 |
| REPUBLIC | M | | 253,772 | 34.59 | | 27,623 | 24.27 | | 281,395 | 304,662 | 290,162 |
| GAZETTE | E | | 96,421 | 13.14 | | 3,004 | 2.64 | | 99,425 | 99,532 | 92,814 |
| REPUBLIC | SUN | | 409,345 | 55.79 | | 40,021 | 35.17 | | 449,366 | 483,375 | 456,121 |
| PRESCOTT (YAVAPAI CO.) | | 19,500# | | | 4,400 | | | 23,900 | | | |
| COURIER | E (M-F) | | UNDER TEMPORARY SUSPENSION OF SERVICE | | | | | | | | |
| COURIER | SUN | | UNDER TEMPORARY SUSPENSION OF SERVICE | | | | | | | | |
| SUN CITY (MARICOPA CO.) | | 35,700# | | | | | | 35,700 | | | |
| NEWS-SUN | E | # | 13,871 | 38.85 | | | | | 13,871 | 15,474 | 15,003 |
| TUCSON (PIMA CO.) | | 237,300 | | | 94,500 | | | 331,800 | | | |
| STAR, CITIZEN | CMB DLY | | 119,879 | 50.52 | | 12,615 | 13.35 | | 132,494 | 133,770 | 132,438 |
| STAR | M | | 67,822 | 28.58 | | 9,022 | 9.55 | | 76,844 | 77,974 | 75,955 |
| CITIZEN | E | | 52,057 | 21.94 | | 3,593 | 3.80 | | 55,650 | 55,796 | 52,106+ |
| STAR | SUN | | 133,638 | 56.32 | | 15,050 | 15.93 | | 148,688 | 150,980 | 146,260 |
| YUMA (YUMA CO.) | | 23,500# | | | | | | 23,500 | | | |
| SUN & SENTINEL | E | # | 15,414 | 65.59 | | | | | 15,414 | 16,436 | 16,703 |
| SUN & SENTINEL | SUN | # | 15,974 | 67.97 | | | | | 15,974 | 17,109 | 17,628 |
| ARKANSAS | | | | | | | | | | | |
| EL DORADO (UNION CO.) | | 10,000 | | | 8,500 | | | 18,500 | | | |
| NEWS-TIMES | M | | 5,840 | 58.40 | | 5,296 | 62.31 | | 11,136 | 11,186 | 11,033 |
| NEWS-TIMES | SUN | | 5,881 | 58.81 | | 5,681 | 66.84 | | 11,562 | 11,625 | 11,526 |
| FAYETTEVILLE (WASHINGTON CO.) | | 13,600 | | | 34,500 | | | 48,100 | | | |
| NORTHWEST TIMES | E | | 7,708 | 56.68 | | 3,430 | 9.94 | | 11,138 | 11,384 | 10,948 |
| NORTHWEST TIMES | SUN | | 8,464 | 62.24 | | 3,820 | 11.07 | | 12,284 | 12,536 | 11,967 |

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*AVERAGES FOR 3 MONTHS

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

| ARKANSAS | | CZ OR NDM OH'S | CZ OR NDM CIRC | RATIO CIRC/ OH'S | RTZ OR NDM OH'S | RTZ OR NDM CIRC | RATIO CIRC/ OH'S | TOTAL NDM OR CZ & RTZ OH'S | TOTAL NDM OR CZ & RTZ CIRC | TOTAL CIRCULATION AS OF 9/30/87 | TOTAL CIRCULATION AS OF 9/30/86 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| FORT SMITH (SEBASTIAN CO.) | | 37,800 | | | 81,000 | | | 118,800 | | | |
| SOUTHWEST TIMES RECORD | ALL DAY | | 23,384 | 61.86 | | 18,771 | 23.17 | | 42,155 | 42,541 | 42,679 |
| SOUTHWEST TIMES RECORD | SUN | | 24,241 | 64.13 | | 21,161 | 26.12 | | 45,402 | 45,743 | 46,489 |
| HOPE (HEMPSTEAD CO.) | | 4,000 | | | 7,500 | | | 11,500 | | | |
| STAR | E | | 2,804 | 70.10 | | 1,537 | 20.49 | | 4,341 | 4,647 | 5,068 |
| HOT SPRINGS (GARLAND CO.) | | 16,800 | | | 24,800 | | | 41,600 | | | |
| SENTINEL-RECORD | M | | 10,129 | 60.29 | | 7,730 | 31.17 | | 17,859 | 18,038 | 17,536 |
| SENTINEL-RECORD | SUN | | 10,672 | 63.52 | | 8,172 | 32.95 | | 18,844 | 19,130 | 18,603 |
| JONESBORO (CRAIGHEAD CO.) | | 11,400 | | | 29,400 | | | 40,800 | | | |
| SUN | M | | 10,089 | 88.50 | | 11,430 | 38.88 | | 21,519 | 24,346 | 21,010 |
| SUN | SUN | | 10,514 | 92.23 | | 12,308 | 41.86 | | 22,822 | 25,880 | 22,487 |
| LITTLE ROCK (PULASKI CO.) | | 126,400 | | | 268,600 | | | 395,000 | | | |
| DEMOCRAT | M | | 44,423 | 35.14 | | 34,169 | 12.72 | | 78,592 | 90,987 | 81,420 |
| DEMOCRAT | SUN | | 71,072 | 56.23 | | 78,680 | 29.29 | | 149,752 | 171,511 | 153,201 |
| GAZETTE | M | | 62,554 | 49.49 | | 43,668 | 16.26 | | 106,222 | 140,301 | 126,346 |
| GAZETTE | SUN | | 83,845 | 66.33 | | 70,938 | 26.41 | | 154,783 | 200,090 | 167,031 |
| MOUNTAIN HOME (BAXTER CO.) | | 4,100 | | | 9,400 | | | 13,500 | | | |
| BAXTER BULLETIN | M | | 3,201 | 78.07 | | 3,851 | 40.97 | | 7,052 | 8,415 | 8,099 |
| PINE BLUFF (JEFFERSON CO.) | | 19,600 | | | 42,100 | | | 61,700 | | | |
| COMMERCIAL | E | | 12,481 | 63.68 | | 8,422 | 20.00 | | 20,903 | 21,085 | 21,166 |
| COMMERCIAL | SUN | | 13,140 | 67.04 | | 9,015 | 21.41 | | 22,155 | 22,373 | 22,526 |
| ROGERS (BENTON CO.) | | 8,300 | | | 39,500 | | | 47,800 | | | |
| NORTHWEST NEWS | M (M-F) | | 5,731 | 69.05 | | 7,551 | 19.12 | | 13,282 | 13,437 | 13,630 |
| NORTHWEST NEWS | SUN | | 6,189 | 74.57 | | 8,938 | 22.63 | | 15,127 | 15,327 | 15,290 |
| SPRINGDALE (WASHINGTON CO.) | | 9,900 | | | 49,000 | | | 58,900 | | | |
| NEWS | E (M-F) | | 7,120 | 71.92 | | 5,458 | 11.14 | | 12,578 | 13,050 | 12,908 |
| NEWS | SUN | | 7,403 | 74.78 | | 6,475 | 13.21 | | 13,878 | 14,453 | 14,133 |
| WEST MEMPHIS (CRITTENDEN CO.) | | 9,500# | | | 7,200 | | | 16,700 | | | |
| TIME$ | E (M-F) | # | 5,162 | 54.34 | | 2,328 | 32.33 | | 7,490 | 7,801 | 7,951 |

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*AVERAGES FOR 3 MONTHS

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

| CALIFORNIA | | CZ OR NDM OH'S | CZ OR NDM CIRC | RATIO CIRC/ OH'S | RTZ OR NDM OH'S | RTZ OR NDM CIRC | RATIO CIRC/ OH'S | TOTAL NDM OR CZ & RTZ OH'S | TOTAL NDM OR CZ & RTZ CIRC | TOTAL CIRCULATION AS OF 9/30/87 | TOTAL CIRCULATION AS OF 9/30/86 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| ALAMEDA (ALAMEDA CO.) | | 33,200 | | | | | | 33,200 | | | |
| TIMES-STAR | M | | 8,210 | 24.73 | | | | | 8,210 | 8,263* | |
| TIMES-STAR | SUN | | 7,348 | 22.13 | | | | | 7,348 | 7 401* | |
| ANTIOCH (CONTRA COSTA CO.) | | 25,900# | | | | | | 25,900 | | | |
| LEDGER | E (M-F) | # | 14,506 | 56.01 | | | | | 14,506 | 14,644 | 13,655 |
| ANTIOCH (CONTRA COSTA CO.) | | 44,200# | | | | | | 44,200 | | | |
| LEDGER/POST DISPATCH | SAT M | # | 21,167 | 47.89 | | | | | 21,167 | 21,339 | 20,331 |
| LEDGER/POST DISPATCH | SUN | # | 21,442 | 48.51 | | | | | 21,442 | 21,613 | 20,659 |
| AUBURN (PLACER CO.) | | 17,200# | | | | | | 17,200 | | | |
| JOURNAL | M (M-F) | # | 10,735 | 62.41 | | | | | 10,735 | 12,506* | 12,276 |
| JOURNAL | SUN | # | 11,021 | 64.08 | | | | | 11,021 | 12,889* | 12,536 |
| BAKERSFIELD (KERN CO.) | | 104,100 | | | 71,900 | | | 176,000 | | | |
| CALIFORNIAN | M | | 64,054 | 61.53 | | 17,390 | 24.19 | | 81,444 | 81,984 | 81,721 |
| CALIFORNIAN | SUN | | 67,261 | 64.61 | | 19,161 | 26.65 | | 86,422 | 87,103 | 87,185 |
| BRAWLEY (IMPERIAL CO.) | | 8,800# | | | | | | 8,800 | | | |
| NEWS | E | # | 4,499 | 51.13 | | | | | 4,499 | 5,126 | 5,046 |
| CHICO (BUTTE CO.) | | 59,500# | | | | | | 59,500 | | | |
| ENTERPRISE-RECORD | E | # | 26,166 | 43.98 | | | | | 26,166 | 27,208 | 26,361 |
| ENTERPRISE-RECORD | SUN | # | 25,488 | 42.84 | | | | | 25,488 | 26,537 | 25,591 |
| DUBLIN (ALAMEDA CO.) | | 53,900# | | | | | | 53,900 | | | |
| HERALD | M | # | 23,006 | 42.68 | | | | | 23,006 | 26,448 | 25,174 |
| HERALD | SUN | # | 23,335 | 43.29 | | | | | 23,335 | 26,931 | 25,284 |
| EL CENTRO (IMPERIAL CO.) | | 17,800# | | | | | | 17,800 | | | |
| IMPERIAL VALLEY PRESS | E | # | 10,699 | 60.11 | | | | | 10,699 | 11,109 | 10,850 |
| EUREKA (HUMBOLDT CO.) | | 18,300 | | | 34,800 | | | 53,100 | | | |
| TIMES STANDARD | E | | 9,893 | 54.06 | | 10,242 | 29.43 | | 20,135 | 20,572 | 20,372 |
| TIMES STANDARD | SUN | | 10,518 | 57.48 | | 11,313 | 32.51 | | 21,831 | 22,317 | 21,641 |
| FREMONT-NEWARK (ALAMEDA CO.) | | 78,600 | | | | | | 78,600 | | | |
| ARGUS | M | | 25,357 | 32.26 | | | | | 25,357 | 25,666 | 23,801 |
| ARGUS | SUN | | 26,669 | 33.93 | | | | | 26,669 | 26,954 | 24,263 |
| FRESNO (FRESNO CO.) | | 210,800# | | | | | | 210,800 | | | |
| BEE | M | # | 111,317 | 52.81 | | | | | 111,317 | 140,402 | 139,689 |
| BEE | SUN | # | 124,357 | 58.99 | | | | | 124,357 | 164,403 | 164,581 |

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*AVERAGES FOR 3 MONTHS

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

| CALIFORNIA | | CZ OR NDM OH'S | CZ OR NDM CIRC | RATIO CIRC/ OH'S | RTZ OR NDM OH'S | RTZ OR NDM CIRC | RATIO CIRC/ OH'S | TOTAL NDM OR CZ & RTZ OH'S | TOTAL NDM OR CZ & RTZ CIRC | TOTAL CIRCULATION AS OF 9/30/87 | TOTAL CIRCULATION AS OF 9/30/86 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| GILROY (SANTA CLARA CO.) | | 8,800 | | | 8,400 | | | 17,200 | | | |
| DISPATCH | E (M-F) | | 4,693 | 53.33 | | 2,570 | 30.60 | | 7,263 | 7,479* | |
| GRASS VALLEY (NEVADA CO.) | | 24,800# | | | | | | 24,800 | | | |
| UNION | E | # | 13,765 | 55.50 | | | | | 13,765 | 14,200 | 13,664 |
| HANFORD (KINGS CO.) | | 13,800 | | | 16,200 | | | 30,000 | | | |
| SENTINEL | E | | 7,627 | 55.27 | | 6,527 | 40.29 | | 14,154 | 14,303 | 14,005 |
| HAYWARD (ALAMEDA CO.) | | 91,000 | | | 94,600 | | | 185,600 | | | |
| REVIEW | M | | 32,298 | 35.49 | | 13,476 | 14.25 | | 45,774 | 46,702 | 48,575 |
| REVIEW | SUN | | 33,652 | 36.98 | | 13,941 | 14.74 | | 47,593 | 48,372 | 50,244 |
| HOLLISTER (SAN BENITO CO.) | | 5,400# | | | 5,100 | | | 10,500 | | | |
| FREE LANCE | E (M-F) | # | 3,624 | 67.11 | | 1,285 | 25.20 | | 4,909 | 5,168 | 5,354 |
| HOLLYWOOD (LOS ANGELES CO.) | | | | | | | | | | | |
| VARIETY | M (M-F) | | | | | | | | | 22,395 | 21,359 |
| INDIO (RIVERSIDE CO.) | | 15,300 | | | 26,400 | | | 41,700 | | | |
| NEWS | E | | 5,911 | 38.63 | | 2,145 | 8.13 | | 8,056 | 8,593 | 8,608 |
| LOMPOC (SANTA BARBARA CO.) | | 15,200 | | | 3,300 | | | 18,500 | | | |
| RECORD | E (M-F) | | 9,127 | 60.05 | | 697 | | | 9,824 | 9,995 | 10,008 |
| RECORD | SUN | | 9,219 | 60.65 | | 712 | | | 9,931 | 10,138 | 10,240 |
| LOS ANGELES (LOS ANGELES CO.) | | 1,317,700 | | | 2,590,300 | | | 3,908,000 | | | |
| HERALD EXAMINER | M (M-F) | | 115,038 | 8.73 | | 92,499 | 3.57 | | 207,537 | 238,811 | 241,454 |
| HERALD EXAMINER | SAT M | | 83,984 | 6.37 | | 74,626 | 2.88 | | 158,610 | 186,520 | 185,834 |
| HERALD EXAMINER | SUN | | 87,004 | 6.60 | | 80,221 | 3.10 | | 167,225 | 195,009 | 200,777 |
| HOLLYWOOD REPORTER | M (M-F) | | | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME | | | | | | | |
| INVESTOR'S DAILY | M (M-F) | | | | | | | | | 89,599 | 56,428 |
| LA OPINION | M | | 48,261 | 3.66 | | 17,945 | 0.69 | | 66,206 | 72,442 | 68,089 |
| LA OPINION | SUN | | 38,016 | 2.89 | | 14,660 | 0.57 | | 52,676 | 57,915 | 52,087 |
| LOS ANGELES (LOS ANGELES CO.) | | 637,400# | | | | | | 637,400 | | | |
| NEWS | M (M-F) | # | 150,339 | 23.59 | | | | | 150,339 | 159,348 | 153,441 |
| NEWS | SAT M | # | 139,305 | 21.86 | | | | | 139,305 | 145,512 | 139,904 |
| NEWS | SUN | # | 163,678 | 25.68 | | | | | 163,678 | 174,767 | 164,823 |
| RACING FORM | MON M | | | | | | | | | 16,759* | 15,416* |
| RACING FORM | TUE M | | | | | | | | | 8,617* | 6,534* |
| RACING FORM | M (W-F) | | | | | | | | | 25,019* | 21,740* |
| RACING FORM | SAT M | | | | | | | | | 35,147* | 30,362* |
| RACING FORM | SUN | | | | | | | | | 30,209* | 26,685* |

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| CALIFORNIA | | CZ OR NDM OH'S | CZ OR NDM CIRC | RATIO CIRC/ OH'S | RTZ OR NDM OH'S | RTZ OR NDM CIRC | RATIO CIRC/ OH'S | TOTAL NDM OR CZ & RTZ OH'S | TOTAL NDM OR CZ & RTZ CIRC | TOTAL CIRCULATION AS OF 9/30/87 | TOTAL CIRCULATION AS OF 9/30/86 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| LOS ANGELES (LOS ANGELES CO.) | | 3,046,000# | | | 773,800 | | | 3,819,800 | | | |
| TIMES | M (M-F) | # | 723,306 | 23.75 | | 166,929 | 21.57 | | 890,235 | 1,113,459 | 1,086,383 |
| TIMES | SAT M | # | 642,096 | 21.08 | | 159,129 | 20.56 | | 801,225 | 1,017,270 | 992,331 |
| TIMES | SUN | # | 883,313 | 29.00 | | 211,386 | 27.32 | | 1,094,699 | 1,384,857 | 1,348,987 |
| LOS ANGELES CO. | | 513,100# | | | | | | 513,100 | | | |
| COPLEY LOS ANGELES NEWSPAPERS | E | # | | | | | | | | 133,516 | 131,194 |
| COPLEY LOS ANGELES NEWSPAPERS | SUN | # | | | | | | | | 125,673 | 124,750 |
| LOS ANGELES CO. (LONG BEACH P.O.) | | 276,000 | | | 134,700 | | | 410,700 | | | |
| PRESS-TELEGRAM | CMB DLY | | 98,625 | 35.73 | | 18,571 | 13.79 | | 117,196 | 130,999 | 129,378 |
| PRESS-TELEGRAM | M (M-F) | | 93,706 | 33.95 | | 18,508 | 13.74 | | 112,214 | 125,986 | 124,488 |
| PRESS-TELEGRAM | E (M-F) | | 4,919 | 1.78 | | 63 | 0.05 | | 4,982 | 5,013 | 4,890 |
| PRESS-TELEGRAM | SAT M | | 93,451 | 33.86 | | 18,207 | 13.52 | | 111,658 | 124,368 | 124,099 |
| PRESS-TELEGRAM | SUN | | 111,481 | 40.39 | | 18,803 | 13.96 | | 130,284 | 143,222 | 141,457 |
| LOS ANGELES CO. (PASADENA P.O.) | | 72,500 | | | 90,500 | | | 163,000 | | | |
| STAR-NEWS | M | | 19,072 | 26.31 | | 14,341 | 15.85 | | 33,413 | 39,510 | 39,882 |
| STAR-NEWS | SUN | | 19,967 | 27.54 | | 16,320 | 18.03 | | 36,287 | 44,519 | 44,997 |
| LOS ANGELES CO. (WEST COVINA P.O.) | | 148,500 | | | 81,600 | | | 230,100 | | | |
| SAN GABRIEL VALLEY TRIBUNE | M | | 47,301 | 31.85 | | 9,607 | 11.77 | | 56,908 | 59,769 | 60,816 |
| TRIBUNE NEWS | SUN | | 51,122 | 34.43 | | 9,730 | 11.92 | | 60,852 | 80,477 | 79,491 |
| LOS ANGELES CO. (WHITTIER P.O.) | | 32,900 | | | 89,000 | | | 121,900 | | | |
| NEWS | E | | 10,990 | 33.40 | | 6,974 | 7.84 | | 17,964 | 18,003 | 18,127 |
| MADERA (MADERA CO.) | | 8,600 | | | 17,600 | | | 26,200 | | | |
| TRIBUNE | E | | 4,966 | 57.74 | | 3,579 | 20.34 | | 8,545 | 8,682 | 8,600 |
| MARIN CO. (NOVATO P.O.) | | 88,100 | | | 6,100 | | | 94,200 | | | |
| INDEPENDENT JOURNAL | E | | 34,712 | 39.40 | | 961 | 15.75 | | 35,673 | 37,350 | 40,214 |
| INDEPENDENT JOURNAL | SUN | | 38,141 | 43.29 | | 1,064 | 17.44 | | 39,205 | 41,582 | 43,083 |
| MARYSVILLE (YUBA CO.)- YUBA CITY (SUTTER CO.) | | 41,600# | | | | | | 41,600 | | | |
| APPEAL-DEMOCRAT | E | # | 22,661 | 54.47 | | | | | 22,661 | 24,649 | 23,488 |
| MERCED (MERCED CO.) | | 25,500 | | | 34,100 | | | 59,600 | | | |
| SUN-STAR | M | | 17,677 | 69.32 | | 5,285 | 15.50 | | 22,962 | 23,383 | 23,305 |

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| CALIFORNIA | | CZ OR NDM OH'S | CZ OR NDM CIRC | RATIO CIRC/ OH'S | RTZ OR NDM OH'S | RTZ OR NDM CIRC | RATIO CIRC/ OH'S | TOTAL NDM OR CZ & RTZ OH'S | TOTAL NDM OR CZ & RTZ CIRC | TOTAL CIRCULATION AS OF 9/30/87 | TOTAL CIRCULATION AS OF 9/30/86 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| MODESTO (STANISLAUS CO.) | | 47,900# | | | 62,600 | | | 110,500 | | | |
| BEE | M | # | 37,940 | 79.21 | | 24,014 | 38.36 | | 61,954 | 76,275 | 74,063 |
| BEE | SUN | # | 38,546 | 80.47 | | 26,682 | 42.62 | | 65,228 | 81,835 | 80,762 |
| MONTEREY (MONTEREY CO.) | | 35,100# | | | 21,300 | | | 56,400 | | | |
| HERALD | M | # | 24,197 | 68.94 | | 6,166 | 28.95 | | 30,363 | 33,167 | 33,378 |
| HERALD | SUN | # | 24,759 | 70.54 | | 6,482 | 30.43 | | 31,241 | 34,675 | 34,449 |
| NAPA (NAPA CO.) | | 23,900 | | | 17,000 | | | 40,900 | | | |
| REGISTER | E | | 15,213 | 63.65 | | 5,697 | 33.51 | | 20,910 | 21,123 | 20,987 |
| OAKLAND (ALAMEDA CO.) | | 753,000# | | | | | | 753,000 | | | |
| TRIBUNE | M (M-F) | # | 130,229 | 17.29 | | | | | 130,229 | 148,136 | 152,739 |
| TRIBUNE | SAT M | # | 131,331 | 17.44 | | | | | 131,331 | 144,775 | 149,237 |
| TRIBUNE | SUN | # | 135,551 | 18.00 | | | | | 135,551 | 147,891 | 156,163 |
| ONTARIO-UPLAND (SAN BERNARDINO CO.) | | 112,100# | | | | | | 112,100 | | | |
| REPORT | M | # | 39,552 | 35.28 | | | | | 39,552 | 42,384 | 40,755 |
| REPORT | SUN | # | 40,572 | 36.19 | | | | | 40,572 | 43,395 | 42,073 |
| ORANGE CO. (ANAHEIM P.O.) | | 175,900# | | | | | | 175,900 | | | |
| BULLETIN | E | # | 6,365 | 3.62 | | | | | 6,365 | 7,364 | 10,464 |
| ORANGE CO. (COSTA MESA-NEWPORT BEACH P.O.) | | 65,300 | | | 137,600 | | | 202,900 | | | |
| COAST PILOT | E | | 12,759 | 19.54 | | 9,.63 | 6.66 | | 21,922 | 22,213 | 22,829+ |
| COAST PILOT | SUN | | 12,629 | 19.34 | | 9,065 | 6.59 | | 21,694 | 22,008 | 22,553+ |
| ORANGE CO. (LA HABRA P.O.) | | 30,000# | | | | | | 30,000 | | | |
| STAR-PROGRESS | E (M-F) | # | 3,276 | 10.92 | | | | | 3,276 | 4,985 | 4,753 |
| ORANGE CO. (SANTA ANA P.O.) | | 773,800# | | | | | | 773,800 | | | |
| REGISTER | ALL DAY (M-F) | # | 296,717 | 38.35 | | | | | 296,717 | 317,331 | 307,776 |
| REGISTER | SAT M | # | 290,849 | 37.59 | | | | | 290,849 | 310,032 | 300,557 |
| REGISTER | SUN | # | 338,374 | 43.73 | | | | | 338,374 | 362,404 | 347,723 |
| OROVILLE (BUTTE CO.) | | 11,400 | | | 7,700 | | | 19,100 | | | |
| MERCURY REGISTER | E (M-F) | | 6,851 | 60.10 | | 2,266 | 29.43 | | 9,117 | 9,338 | 9,532 |
| MERCURY REGISTER | SAT M | | 7,274 | 63.81 | | 2,320 | 30.13 | | 9,594 | 9,834 | 9,976 |

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|---|---|---|---|---|---|---|---|---|---|---|---|
| PALM SPRINGS-PALM DESERT (RIVERSIDE CO.) | | 43,100# | | | 8,900 | | | 52,000 | | | |
| DESERT SUN | E (M-F) | # | 21,518 | 49.93 | | 2,309 | 25.94 | | 23,827 | 27,227 | 25,478 |
| DESERT SUN | WKND | # | 29,158 | 67.65 | | 3,585 | 40.28 | | 32,743 | 38,602 | 35,056 |
| PALO ALTO (SANTA CLARA CO.) | | 140,500 | | | 54,000 | | | 194,500 | | | |
| PENINSULA TIMES TRIBUNE | E | | 44,059 | 31.36 | | 3,348 | 6.20 | | 47,407 | 50,154 | 55,508 |
| PENINSULA TIMES TRIBUNE | SUN | | 46,418 | 33.04 | | 3,782 | 7.00 | | 50,200 | 53,648 | 59,638 |
| WALL STREET JOURNAL-WESTERN EDITION | M (M-F) | | | | | | | | | 410,896 | 408,558 |
| PETALUMA (SONOMA CO.) | | 14,400 | | | 54,200 | | | 68,600 | | | |
| ARGUS-COURIER | E | | 7,259 | 50.41 | | 1,646 | 3.04 | | 8,905 | 9,086 | 9,522 |
| PITTSBURG (CONTRA COSTA CO.) | | 19,200# | | | | | | 19,200 | | | |
| POST DISPATCH | E (M-F) | # | 6,434 | 33.51 | | | | | 6,434 | 6,513 | 6,617 |
| POMONA (LOS ANGELES CO.) | | 113,600# | | | | | | 113,600 | | | |
| PROGRESS BULLETIN | E | # | 34,274 | 30.17 | | | | | 34,274 | 39,753 | 43,148 |
| PROGRESS BULLETIN | SUN | # | 35,959 | 31.65 | | | | | 35,959 | 41,899 | 45,232 |
| PORTERVILLE (TULARE CO.) | | 26,200# | | | | | | 26,200 | | | |
| RECORDER | E | # | 13,472 | 51.42 | | | | | 13,472 | 13,691 | 13,623 |
| RED BLUFF (TEHAMA CO.) | | 17,700# | | | | | | 17,700 | | | |
| NEWS | E | # | 8,340 | 47.12 | | | | | 8,340 | 8,580 | 8,697 |
| REDDING (SHASTA CO.) | | 58,500# | | | | | | 58,500 | | | |
| RECORD SEARCHLIGHT | E | # | 35,945 | 61.44 | | | | | 35,945 | 38,143 | 36,235 |
| REDLANDS (SAN BERNARDINO CO.) | | 24,100# | | | | | | 24,100 | | | |
| FACTS | E | # | 8,499 | 35.27 | | | | | 8,499 | 9,519 | 9,019 |
| FACTS | SUN | # | 8,664 | 35.95 | | | | | 8,664 | 9,729 | 9,071 |
| RIVERSIDE (RIVERSIDE CO.) | | 219,400# | | | | | | 219,400 | | | |
| PRESS-ENTERPRISE | M | # | 120,429 | 54.89 | | | | | 120,429 | 138,092 | 132,935 |
| PRESS-ENTERPRISE | SUN | # | 125,273 | 57.10 | | | | | 125,273 | 144,592 | 138,132 |
| ROSEVILLE (PLACER CO.) | | 30,000# | | | | | | 30,000 | | | |
| PRESS-TRIBUNE | E (M-F) | # | 13,152 | 43.84 | | | | | 13,152 | 16,027 | 15,163 |

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|---|---|---|---|---|---|---|---|---|---|---|---|
| SACRAMENTO (SACRAMENTO CO.) | | 487,200# | | | | | | 487,200 | | | |
| BEE | M | # | 213,397 | 43.80 | | | | | 213,397 | 242,181 | 233,290 |
| BEE | SUN | # | 248,827 | 51.07 | | | | | 248,827 | 289,640 | 274,080 |
| UNION | M | # | 82,037 | 16.84 | | | | | 82,037 | 88,315 | 89,256 |
| UNION | SUN | # | 81,298 | 16.69 | | | | | 81,298 | 88,065 | 87,839 |
| SALINAS (MONTEREY CO.) | | 30,700 | | | 27,300 | | | 58,000 | | | |
| CALIFORNIAN | E | | 15,424 | 50.24 | | 6,946 | 25.44 | | 22,370 | 22,825 | 22,684 |
| SAN BERNARDINO (SAN BERNARDINO CO.) | | 215,700# | | | | | | 215,700 | | | |
| SUN | M | # | 73,019 | 33.85 | | | | | 73,019 | 82,413 | 82,356 |
| SUN | SUN | # | 77,168 | 35.78 | | | | | 77,168 | 88,028 | 86,150 |
| SAN BERNARDINO CO. (VICTORVILLE P.O.) | | 9,000 | | | 26,600 | | | 35,600 | | | |
| VICTOR VALLEY PRESS | E (M-F) | | 6,979 | 77.54 | | 17,060 | 64.14 | | 24,039 | 24,278 | 22,420 |
| VICTOR VALLEY PRESS | SUN | | 7,316 | 81.29 | | 18,059 | 67.89 | | 25,375 | 25,630 | 23,696 |
| SAN CLEMENTE (ORANGE CO.) | | 16,200 | | | 21,800 | | | 38,000 | | | |
| SUN-POST | E (M-F) | | 5,933 | 36.62 | | 1,303 | 5.98 | | 7,236 | 7,457 | 7,506 |
| SAN DIEGO (SAN DIEGO CO.) | | 637,000 | | | 171,800 | | | 808,800 | | | |
| TRANSCRIPT | M (M-F) | | 7,198 | 1.13 | | 1,063 | 0.62 | | 8,261 | 8,620 | 8,457 |
| UNION, TRIBUNE | CMB DLY | | 325,488 | 51.10 | | 42,694 | 24.85 | | 368,182 | 373,981 | 365,735 |
| UNION | M | | 211,920 | 33.27 | | 34,000 | 19.79 | | 245,920 | 251,325 | 243,158 |
| TRIBUNE | E | | 113,568 | 17.83 | | 8,694 | 5.06 | | 122,262 | 122,656 | 122,577 |
| UNION | SUN | | 353,409 | 55.48 | | 48,467 | 28.21 | | 401,876 | 411,102 | 392,385 |
| SAN DIEGO CO. (EL CAJON P.O.) | | 53,100 | | | 80,600 | | | 133,700 | | | |
| CALIFORNIAN | E | | 9,419 | 17.74 | | 10,900 | 13.52 | | 20,319 | 21,996 | 20,442 |
| CALIFORNIAN | SUN | | 9,645 | 18.16 | | 11,172 | 13.86 | | 20,817 | 22,494 | 21,105 |
| SAN DIEGO CO. (ESCONDIDO P.O.) | | 49,700 | | | 57,700 | | | 107,400 | | | |
| TIMES-ADVOCATE | E | | 27,666 | 55.67 | | 11,308 | 19.60 | | 38,974 | 41,058 | 39,211 |
| TIMES-ADVOCATE | SUN | | 28,912 | 58.17 | | 11,652 | 20.19 | | 40,564 | 42,701 | 41,139 |
| SAN DIEGO CO. (OCEANSIDE P.O.) | | 52,300 | | | 53,000 | | | 105,300 | | | |
| BLADE-TRIBUNE | E (M-F) | | 23,994 | 45.88 | | 12,393 | 23.38 | | 36,387 | 37,314 | 35,814 |
| BLADE-TRIBUNE | SUN | | 24,767 | 47.36 | | 12,881 | 24.30 | | 37,648 | 38,676 | 36,738 |

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|---|---|---|---|---|---|---|---|---|---|---|---|
| SAN FRANCISCO | | | | | | | | | | | |
| (SAN FRANCISCO CO.) | | 361,200# | | | 1,431,600 | | | 1,792,800 | | | |
| CHRONICLE, EXAMINER | CMB DLY | # | 212,055 | 58.71 | | 370,067 | 25.85 | | 582,122 | 712,413 | 696,559 |
| CHRONICLE | M (M-F) | # | 139,448 | 38.61 | | 304,878 | 21.30 | | 444,326 | 568,088 | 551,545 |
| EXAMINER | E (M-F) | # | 72,607 | 20.10 | | 65,189 | 4.55 | | 137,796 | 144,325 | 145,014 |
| CHRONICLE | SAT M | # | 114,592 | 31.73 | | 283,253 | 19.79 | | 397,845 | 517,069 | 500,747 |
| EXAMINER | SAT E | # | 49,317 | 13.65 | | 58,263 | 4.07 | | 107,580 | 114,145 | 115,121 |
| EXAMINER & CHRONICLE | SUN | # | 176,601 | 48.89 | | 405,111 | 28.30 | | 581,712 | 716,339 | 706,577 |
| SAN JOSE (SANTA CLARA CO.) | | 411,700# | | | 82,000 | | | 493,700 | | | |
| MERCURY-NEWS | ALL DAY (M-F) | # | 206,057 | 50.05 | | 27,812 | 33.92 | | 233,869 | 268,967 | 264,492 |
| MERCURY-NEWS | SAT M | # | 193,304 | 46.95 | | 24,884 | 30.35 | | 218,188 | 253,135 | 248,100 |
| MERCURY-NEWS | SUN | # | 236,566 | 57.46 | | 29,980 | 36.56 | | 266,546 | 314,033 | 308,247 |
| SAN LUIS OBISPO | | | | | | | | | | | |
| (SAN LUIS OBISPO CO.) | | 14,300 | | | 58,200 | | | 72,500 | | | |
| TELEGRAM-TRIBUNE | E (M-F) | | 9,571 | 66.93 | | 18,561 | 31.89 | | 28,132 | 28,668 | 28,114 |
| TELEGRAM-TRIBUNE | SAT M | | 11,047 | 77.25 | | 22,063 | 37.91 | | 33,110 | 33,769 | |
| SAN MATEO (SAN MATEO CO.) | | 77,900 | | | 83,000 | | | 160,900 | | | |
| TIMES & NEWS LEADER | E | | 30,557 | 39.23 | | 10,229 | 12.32 | | 40,786 | 44,529 | 43,762 |
| SANTA BARBARA | | | | | | | | | | | |
| (SANTA BARBARA CO.) | | 74,500 | | | 53,100 | | | 127,600 | | | |
| NEWS-PRESS | M | | 38,239 | 51.33 | | 8,855 | 16.68 | | 47,094 | 47,743 | 49,537 |
| NEWS-PRESS | SUN | | 43,677 | 58.63 | | 10,247 | 19.30 | | 53,924 | 55,379 | 57,030 |
| SANTA CRUZ (SANTA CRUZ CO.) | | 37,500 | | | 28,700 | | | 66,200 | | | |
| SENTINEL | M (M-F) | | 15,601 | 41.60 | | 11,551 | 40.25 | | 27,152 | 28,110 | 27,882 |
| SENTINEL | SUN | | 16,828 | 44.87 | | 12,548 | 43.72 | | 29,376 | 30,660 | 31,025 |
| SANTA MARIA (SANTA BARBARA CO.) | | 26,300 | | | 38,200 | | | 64,500 | | | |
| TIMES | E (M-F) | | 16,761 | 63.73 | | 3,601 | 9.43 | | 20,362 | 20,547 | 21,066 |
| TIMES | SUN | | 16,769 | 63.76 | | 3,788 | 9.92 | | 20,557 | 20,786 | 21,193 |
| SANTA ROSA (SONOMA CO.) | | 61,500 | | | 135,400 | | | 196,900 | | | |
| PRESS DEMOCRAT | M | | 36,244 | 58.93 | | 41,938 | 30.97 | | 78,182 | 78,815 | 77,707 |
| PRESS DEMOCRAT | SUN | | 38,513 | 62.62 | | 46,544 | 34.38 | | 85,057 | 86,108 | 85,683 |
| STOCKTON (SAN JOAQUIN CO.) | | 80,500# | | | 69,400 | | | 149,900 | | | |
| RECORD | M | # | 40,212 | 49.95 | | 9,916 | 14.29 | | 50,128 | 52,728 | 51,415 |
| RECORD | SUN | # | 40,777 | 50.65 | | 12,070 | 17.39 | | 52,847 | 55,885 | 55,120 |

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*AVERAGES FOR 3 MONTHS

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

| CALIFORNIA | | CZ OR NDM OH'S | CZ OR NDM CIRC | RATIO CIRC/ OH'S | RTZ OR NDM OH'S | RTZ OR NDM CIRC | RATIO CIRC/ OH'S | TOTAL NDM OR CZ & RTZ OH'S | TOTAL NDM OR CZ & RTZ CIRC | TOTAL CIRCULATION AS OF 9/30/87 | TOTAL CIRCULATION AS OF 9/30/86 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| TULARE (TULARE CO.) | | 11,000 | | | 8,600 | | | 19,600 | | | |
| ADVANCE-REGISTER & TIMES | E | | 6,763 | 61.48 | | 2,060 | 23.95 | | 8,823 | 9,504 | 8,978 |
| TURLOCK (STANISLAUS CO.) | | 13,700 | | | 12,300 | | | 26,000 | | | |
| JOURNAL | E | | 6,949 | 50.72 | | 2,985 | 24.27 | | 9,934 | 10,404 | 9,969 |
| UKIAH (MENDOCINO CO.) | | 6,900 | | | 8,100 | | | 15,000 | | | |
| JOURNAL | E (M-F) | | 5,513 | 79.90 | | 2,760 | 34.07 | | 8,273 | 8,797 | 8,992 |
| JOURNAL | SUN | | 5,674 | 82.23 | | 2,942 | 36.32 | | 8,616 | 9,153 | 9,254 |
| VACAVILLE (SOLANO CO.) | | 17,400@ | | | | | | 17,400 | | | |
| REPORTER | M (TU-S) | @ | 12,013 | 69.04 | | | | | 12,013 | 15,465* | 13,891* |
| REPORTER | SUN | @ | 12,500 | 71.84 | | | | | 12,500 | 16,083* | 14,613* |
| VALLEJO (SOLANO CO.) | | 44,600 | | | 2,200 | | | 46,800 | | | |
| TIMES-HERALD | M | | 23,979 | 53.76 | | 152 | 6.91 | | 24,131 | 26,575 | 24,368 |
| TIMES-HERALD | SUN | | 23,860 | 53.50 | | 152 | 6.91 | | 24,012 | 26,528 | 24,328 |
| VENTURA CO. (CAMARILLO P.O.) | | 20,900# | | | | | | 20,900 | | | |
| NEWS | M | # | 10,321 | 49.38 | | | | | 10,321 | 11,406 | 11,037 |
| NEWS | SUN | # | 10,538 | 50.42 | | | | | 10,538 | 11,626 | 11,260 |
| VENTURA CO. (OXNARD P.O.) | | 43,900 | | | 29,100 | | | 73,000 | | | |
| PRESS-COURIER | E | | 15,333 | 34.93 | | 2,035 | 6.99 | | 17,368 | 17,856 | 18,951 |
| PRESS-COURIER | SUN | | 16,417 | 37.40 | | 2,140 | 7.35 | | 18,557 | 19,103 | 19,899 |
| VENTURA CO. (SIMI VALLEY P.O.) | | 25,600 | | | 5,100 | | | 30,700 | | | |
| ENTERPRISE | E (M-F) | | 15,066 | 58.85 | | 1,431 | 28.06 | | 16,497 | 16,617 | 16,445 |
| ENTERPRISE | SUN | | 15,569 | 60.82 | | 1,490 | 29.22 | | 17,059 | 17,179 | 16,874 |
| VENTURA CO. (THOUSAND OAKS P.O.) | | 45,100 | | | 3,400 | | | 48,500 | | | |
| NEWS-CHRONICLE | E | | 22,555 | 50.01 | | 1,323 | 38.91 | | 23,878 | 24,263 | 24,596 |
| NEWS-CHRONICLE | SUN | | 23,831 | 52.84 | | 1,405 | 41.32 | | 25,236 | 25,689 | 25,618 |
| VENTURA CO. (VENTURA P.O.) | | 82,600# | | | 122,100 | | | 204,700 | | | |
| STAR-FREE PRESS | E | # | 39,952 | 48.37 | | 8,028 | 6.57 | | 47,980 | 48,437 | 46,817 |
| STAR-FREE PRESS | SUN | # | 44,121 | 53.42 | | 10,228 | 8.38 | | 54,349 | 55,046 | 52,635 |
| VISALIA (TULARE CO.) | | 21,800 | | | 17,700 | | | 39,500 | | | |
| TIMES-DELTA | M | | 14,576 | 66.86 | | 4,425 | 25.00 | | 19,001 | 21,019 | 19,830 |

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*AVERAGES FOR 3 MONTHS

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

| CALIFORNIA | | CZ OR NDM OH'S | CZ OR NDM CIRC | RATIO CIRC/ OH'S | RTZ OR NDM OH'S | RTZ OR NDM CIRC | RATIO CIRC/ OH'S | TOTAL NDM OR CZ & RTZ OH'S | TOTAL NDM OR CZ & RTZ CIRC | TOTAL CIRCULATION AS OF 9/30/87 | TOTAL CIRCULATION AS OF 9/30/86 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| WALNUT CREEK | | | | | | | | | | | |
| (CONTRA COSTA CO.) | | 134,200# | | | | | | 134,200 | | | |
| CONTRA COSTA TIMES | M | # | 71,903 | 53.58 | | | | | 71,903 | 88,255 | 84,448 |
| CONTRA COSTA TIMES | SUN | # | 75,640 | 56.36 | | | | | 75,640 | 93,918 | 89,940 |
| WATSONVILLE (SANTA CRUZ CO.) | | 22,700# | | | | | | 22,700 | | | |
| REGISTER-PAJARONIAN | E | # | 12,399 | 54.62 | | | | | 12,399 | 14,928 | 13,937 |
| WOODLAND (YOLO CO.) | | 12,800 | | | 22,300 | | | 35,100 | | | |
| DEMOCRAT | E | | 9,822 | 76.73 | | 1,705 | 7.65 | | 11,527 | 11,712 | 11,700 |
| DEMOCRAT | SUN | | 9,704 | 75.81 | | 1,789 | 8.02 | | 11,493 | 11,679 | 11,580 |
| COLORADO | | | | | | | | | | | |
| BOULDER (BOULDER CO.) | | 32,700 | | | 23,900 | | | 56,600 | | | |
| CAMERA | M | | 19,579 | 59.87 | | 9,348 | 39.11 | | 28,927 | 30,957 | 30,302 |
| CAMERA | SUN | | 23,668 | 72.38 | | 12,161 | 50.88 | | 35,829 | 39,208 | 38,867 |
| CANON CITY (FREMONT CO.) | | 7,200 | | | 5,500 | | | 12,700 | | | |
| RECORD | E | | 6,414 | 89.08 | | 2,176 | 39.56 | | 8,590 | 8,848 | 8,925 |
| COLORADO SPRINGS (EL PASO CO.) | | 143,000# | | | | | | 143,000 | | | |
| GAZETTE TELEGRAPH | M | # | | | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME | | | | | | |
| GAZETTE TELEGRAPH | SUN | # | | | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME | | | | | | |
| DENVER (DENVER CO.) | | 620,900# | | | 272,300 | | | 893,200 | | | |
| POST | M | # | 167,517 | 26.98 | | 38,528 | 14.15 | | 206,045 | 230,471 | 227,105 |
| POST | SUN | # | 287,897 | 46.37 | | 65,927 | 24.21 | | 353,824 | 404,271 | 425,454 |
| ROCKY MOUNTAIN NEWS | M | # | 254,929 | 41.06 | | 45,122 | 16.57 | | 300,051 | 332,114 | 327,357 |
| ROCKY MOUNTAIN NEWS | SUN | # | 280,813 | 45.23 | | 56,232 | 20.65 | | 337,045 | 373,206 | 367,487 |
| DURANGO (LA PLATA CO.) | | 4,900 | | | 16,700 | | | 21,600 | | | |
| HERALD | E (M-F) | | | | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME | | | | | | |
| HERALD | SUN | | | | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME | | | | | | |
| FORT COLLINS (LARIMER CO.) | | 29,100 | | | 14,000 | | | 43,100 | | | |
| COLORADOAN | M | | 16,745 | 57.54 | | 3,182 | 22.73 | | 19,927 | 20,516 | 19,142 |
| COLORADOAN | SUN | | 20,434 | 70.22 | | 3,822 | 27.30 | | 24,256 | 25,647 | 24,233 |
| GRAND JUNCTION (MESA CO.) | | 29,900# | | | 33,100 | | | 63,000 | | | |
| SENTINEL | E | # | 20,731 | 69.33 | | 6,678 | 20.18 | | 27,409 | 28,876 | 28,527 |
| SENTINEL | SUN | # | 22,506 | 75.27 | | 8,309 | 25.10 | | 30,815 | 32,877 | 32,412 |

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*AVERAGES FOR 3 MONTHS

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| COLORADO | | CZ OR NDM OH'S | CZ OR NDM CIRC | RATIO CIRC/ OH'S | RTZ OR NDM OH'S | RTZ OR NDM CIRC | RATIO CIRC/ OH'S | TOTAL NDM OR CZ & RTZ OH'S | TOTAL NDM OR CZ & RTZ CIRC | TOTAL CIRCULATION AS OF 9/30/87 | TOTAL CIRCULATION AS OF 9/30/86 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| GREELEY (WELD CO.) | | 26,100# | | | 18,500 | | | 44,600 | | | |
| TRIBUNE | E | # | 16,053 | 61.51 | | 6,659 | 35.99 | | 22,712 | 23,353 | 23,362 |
| TRIBUNE | SUN | # | 16,670 | 63.87 | | 6,923 | 37.42 | | 23,593 | 24,240 | 23,302 |
| LONGMONT (BOULDER CO.) | | 19,200 | | | 18,500 | | | 37,700 | | | |
| TIMES-CALL | E | | 13,720 | 71.46 | | 5,421 | 29.30 | | 19,141 | 19,415 | 19,381 |
| TIMES-CALL | SUN | | 14,128 | 73.58 | | 5,680 | 30.70 | | 19,808 | 20,101 | 19,750 |
| LOVELAND (LARIMER CO.) | | 14,800 | | | 16,500 | | | 31,300 | | | |
| REPORTER-HERALD | E (M-F) | | 11,845 | 80.03 | | 3,833 | 23.23 | | 15,678 | 16,105 | 16,184 |
| REPORTER-HERALD | WKND | | 12,248 | 82.76 | | 4,063 | 24.62 | | 16,311 | 16,848 | 16,850 |
| PUEBLO (PUEBLO CO.) | | 42,600# | | | 57,100 | | | 99,700 | | | |
| CHIEFTAIN | M | # | 32,224 | 75.64 | | 16,755 | 29.34 | | 48,979 | 50,385 | 50,662 |
| CHIEFTAIN | SUN | # | 34,446 | 80.86 | | 18,885 | 33.07 | | 53,331 | 54,940 | 54,512 |
| STERLING (LOGAN CO.) | | 4,900 | | | 9,500 | | | 14,400 | | | |
| JOURNAL-ADVOCATE | E | | 3,460 | 70.61 | | 2,732 | 28.76 | | 6,192 | 6,604 | 6,744 |
| TRINIDAD (LAS ANIMAS CO.) | | 3,600 | | | 2,000 | | | 5,600 | | | |
| CHRONICLE-NEWS | E (M-F) | | 2,362 | 65.61 | | 516 | 25.80 | | 2,878 | 3,200* | 3,246 |
| CONNECTICUT | | | | | | | | | | | |
| ANSONIA (NEW HAVEN CO.) | | 16,900 | | | 15,500 | | | 32,400 | | | |
| SENTINEL | E | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME | | | | | | | | | |
| BRIDGEPORT (FAIRFIELD CO.) | | 101,700 | | | 88,200 | | | 189,900 | | | |
| TELEGRAM, POST | CMB DLY | | 61,209 | 60.19 | | 17,296 | 19.61 | | 78,505 | 81,511 | 82,543 |
| TELEGRAM | M (M-F) | | 14,770 | 14.52 | | 3,919 | 4.44 | | 18,689 | 19,621 | 19,191 |
| POST | E (M-F) | | 46,439 | 45.66 | | 13,377 | 15.17 | | 59,816 | 61,890 | 63,352 |
| TELEGRAM-POST | SAT M | | 53,316 | 52.42 | | 16,648 | 18.88 | | 69,964 | 72,797 | 74,011 |
| POST | SUN | | 62,402 | 61.36 | | 23,759 | 26.94 | | 86,161 | 91,642 | 91,223 |
| BRISTOL (HARTFORD CO.) | | 24,200 | | | 11,000 | | | 35,200 | | | |
| PRESS | E | | 17,630 | 72.85 | | 693 | 6.30 | | 18,323 | 20,105 | 19,619 |
| DANBURY (FAIRFIELD CO.) | | 29,600 | | | 63,800 | | | 93,400 | | | |
| NEWS-TIMES | M | | 18,555 | 62.69 | | 18,377 | 28.80 | | 36,932 | 38,303 | 40,230 |
| NEWS-TIMES | SUN | | 20,106 | 67.93 | | 22,149 | 34.72 | | 42,255 | 44,720 | 45,966 |

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| CONNECTICUT | | CZ OR NDM OH'S | CZ OR NDM CIRC | RATIO CIRC/ OH'S | RTZ OR NDM OH'S | RTZ OR NDM CIRC | RATIO CIRC/ OH'S | TOTAL NDM OR CZ & RTZ OH'S | TOTAL NDM OR CZ & RTZ CIRC | TOTAL CIRCULATION AS OF 9/30/87 | TOTAL CIRCULATION AS OF 9/30/86 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| GREENWICH (FAIRFIELD CO.) | | 21,800# | | | | | | 21,800 | | | |
| TIME | ALL DAY (M-F) | # | 12,970 | 59.50 | | | | | 12,970 | 13,588 | 13,554 |
| TIME | SAT M | # | 12,008 | 55.08 | | | | | 12,008 | 12,557 | 12,551 |
| TIME | SUN | # | 12,018 | 55.13 | | | | | 12,018 | 12,621 | 12,207 |
| HARTFORD (HARTFORD CO.) | | 117,300 | | | 227,600 | | | 344,900 | | | |
| COURANT | M | | 67,817 | 57.82 | | 110,447 | 48.53 | | 178,264 | 226,319 | 222,749 |
| COURANT | SUN | | 73,682 | 62.82 | | 152,121 | 66.84 | | 225,803 | 308,111 | 301,850 |
| MANCHESTER (HARTFORD CO.) | | 19,200 | | | 56,300 | | | 75,500 | | | |
| HERALD | E | | 7,408 | 38.58 | | 1,470 | 2.61 | | 8,878 | 9,027 | 9,194 |
| MANCHESTER (HARTFORD CO.) | | 92,800# | | | | | | 92,800 | | | |
| JOURNAL INQUIRER | E | # | 40,250 | 43.37 | | | | | 40,250 | 44,164 | 43,875 |
| MERIDEN-WALLINGFORD (NEW HAVEN CO.) | | 35,800 | | | 21,100 | | | 56,900 | | | |
| RECORD-JOURNAL | M | | 25,771 | 71.99 | | 4,934 | 23.38 | | 30,705 | 31,331 | 30,574 |
| RECORD-JOURNAL | SUN | | 24,992 | 69.81 | | 4,819 | 22.84 | | 29,811 | 30,441 | 29,605 |
| MIDDLETOWN (MIDDLESEX CO.) | | 22,100 | | | 43,600 | | | 65,700 | | | |
| PRESS | E | | 12,178 | 55.10 | | 7,496 | 17.19 | | 19,674 | 19,961 | 20,164 |
| MILFORD (NEW HAVEN CO.) | | 17,700# | | | | | | 17,700 | | | |
| CITIZEN | E (M-F) | # | 7,051 | 39.84 | | | | | 7,051 | 7,208 | 7,632 |
| CITIZEN | SUN | # | 8,918 | 50.38 | | | | | 8,918 | 9,123 | 9,63[illegible] |
| NAUGATUCK (NEW HAVEN CO.) | | 14,700# | | | | | | 14,700 | | | |
| NEWS | E | # | 4,860 | 33.06 | | | | | 4,860 | 5,033 | 5,171 |
| NEW BRITAIN (HARTFORD CO.) | | 55,200# | | | | | | 55,200 | | | |
| HERALD | E | # | 30,752 | 55.71 | | | | | 30,752 | 40,551 | 40,340 |
| NEW HAVEN (NEW HAVEN CO.) | | 241,900# | | | | | | 241,900 | | | |
| REGISTER | M (M-F) | # | 99,890 | 41.29 | | | | | 99,890 | 101,742* | |
| REGISTER | SAT M | # | 99,081 | 40.96 | | | | | 99,081 | 101,038* | |
| REGISTER | SUN | # | 134,027 | 55.41 | | | | | 134,027 | 138,841* | 139,216* |
| NEW LONDON (NEW LONDON CO.) | | 30,900 | | | 33,500 | | | 64,400 | | | |
| DAY | M | | 19,400 | 62.78 | | 15,516 | 46.32 | | 34,916 | 37,431* | 37,496* |
| DAY | SUN | | 20,349 | 65.85 | | 17,123 | 51.11 | | 37,472 | 40,745* | 39,607* |
| NORWALK (FAIRFIELD CO.) | | 29,700# | | | 17,200 | | | 46,900 | | | |
| HOUR | E | # | 16,783 | 56.51 | | 3,313 | 19.26 | | 20,096 | 20,859 | 21,230 |

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| CONNECTICUT | | CZ OR NDM OH'S | CZ OR NDM CIRC | RATIO CIRC/ OH'S | RTZ OR NDM OH'S | RTZ OR NDM CIRC | RATIO CIRC/ OH'S | TOTAL NDM OR CZ & RTZ OH'S | TOTAL NDM OR CZ & RTZ CIRC | TOTAL CIRCULATION AS OF 9/30/87 | TOTAL CIRCULATION AS OF 9/30/86 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| NORWICH (NEW LONDON CO.) | | 54,900# | | | | | | 54,900 | | | |
| BULLETIN | M | # | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME | | | | | | | | |
| BULLETIN | SUN | # | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME | | | | | | | | |
| STAMFORD (FAIRFIELD CO.) | | 39,600# | | | 17,600 | | | 57,200 | | | |
| ADVOCATE | ALL DAY | # | 23,011 | 58.11 | | 4,729 | 26.87 | | 27,740 | 30,974 | 30,812 |
| ADVOCATE | SUN | # | 24,733 | 62.46 | | 5,450 | 30.97 | | 30,183 | 37,534 | 36,499 |
| TORRINGTON (LITCHFIELD CO.) | | 12,900 | | | 15,000 | | | 27,900 | | | |
| REGISTER CITIZEN | M | | 7,503 | 58.16 | | 5,682 | 37.88 | | 13,185 | 16,269 | 16,421 |
| WATERBURY (NEW HAVEN CO.) | | 61,200 | | | 47,100 | | | 108,300 | | | |
| REPUBLICAN, AMERICAN | CMB DLY | | 41,355 | 67.57 | | 18,850 | 40.02 | | 60,205 | 65,816 | 68,275 |
| REPUBLICAN | M | | 22,366 | 36.55 | | 11,337 | 24.07 | | 33,703 | 38,741 | 39,856 |
| AMERICAN | E (M-F) | | 18,989 | 31.03 | | 7,513 | 15.95 | | 26,502 | 27,075 | 28,419 |
| REPUBLICAN | SUN | | 42,572 | 69.56 | | 23,124 | 49.10 | | 65,696 | 72,785 | 73,105 |
| WILLIMANTIC (WINDHAM CO.) | | 18,500# | | | | | | 18,500 | | | |
| CHRONICLE | E | # | 9,046 | 48.90 | | | | | 9,046 | 11,300 | 10,716 |
| DELAWARE | | | | | | | | | | | |
| DOVER (KENT CO.) | | 67,200# | | | | | | 67,200 | | | |
| STATE NEWS | M | # | 21,269 | 31.65 | | | | | 21,269 | 23,086* | 24,078* |
| STATE NEWS | SUN | # | 28,398 | 42.26 | | | | | 28,398 | 31,675* | 31,247* |
| WILMINGTON (NEW CASTLE CO.) | | 135,400 | | | 88,400 | | | 223,800 | | | |
| NEWS, JOURNAL | CMB DLY | | 81,066 | 59.87 | | 26,374 | 29.83 | | 107,440 | 120,411 | 119,447 |
| NEWS | M (M-F) | | 38,807 | 28.66 | | 19,255 | 21.78 | | 58,062 | 70,921 | 67,626 |
| JOURNAL | E (M-F) | | 42,259 | 31.21 | | 7,119 | 8.05 | | 49,378 | 49,490 | 51,821 |
| NEWS JOURNAL | SAT | | 75,614 | 55.84 | | 26,251 | 29.70 | | 101,865 | 116,353 | 114,309 |
| NEWS JOURNAL | SUN | | 86,320 | 63.75 | | 31,492 | 35.62 | | 117,812 | 133,978 | 130,603 |
| DISTRICT OF COLUMBIA | | | | | | | | | | | |
| WASHINGTON | | 1,241,800# | | | | | | 1,241,800 | | | |
| OIL DAILY | M (M-F) | | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME | | | | | | | | |
| POST | M (M-F) | # | 669,264 | 53.89 | | | | | 669,264 | 761,142 | 748,019 |
| POST | SAT M | # | 626,731 | 50.47 | | | | | 626,731 | 716,914 | 703,620 |
| POST | SUN | # | 907,192 | 73.05 | | | | | 907,192 | 1,096,725 | 1,079,109 |

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PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

| DISTRICT OF COLUMBIA | | CZ OR NDM OH'S | CZ OR NDM CIRC | RATIO CIRC/ OH'S | RIZ OR NDM OH'S | RIZ OR NDM CIRC | RATIO CIRC/ OH'S | TOTAL NDM OR CZ & RIZ OH'S | TOTAL NDM OR CZ & RIZ CIRC | TOTAL CIRCULATION AS OF 9/30/87 | TOTAL CIRCULATION AS OF 9/30/86 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| WASHINGTON | | 1,130,800# | | | | | | 1,130,800 | | | |
| TIMES | M (M-F) | # | 78,334 | 6.93 | | | | | 78,334 | 91,508 | 104,186 |
| USA TODAY | M (M-F) | | | | | | | | | 1,324,223 | 1,179,052 |
| FLORIDA | | | | | | | | | | | |
| BRADENTON (MANATEE CO.) | | 68,500 | | | 8,500 | | | 77,000 | | | |
| HERALD | M | | 31,860 | 46.51 | | 821 | 9.66 | | 32,681 | 33,184 | 31,674 |
| HERALD | SUN | | 38,936 | 56.84 | | 976 | 11.48 | | 39,912 | 40,670 | 38,658 |
| CLEARWATER (PINELLAS CO.) | | 151,700# | | | | | | 151,700 | | | |
| SUN | M | # | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME | | | | | | | | |
| SUN | SUN | # | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME | | | | | | | | |
| DAYTONA BEACH (VOLUSIA CO.) | | 88,500 | | | 56,600 | | | 145,100 | | | |
| NEWS-JOURNAL | M | | 59,593 | 67.34 | | 17,419 | 30.78 | | 77,012 | 78,029 | |
| NEWS-JOURNAL | SUN | | 69,774 | 78.84 | | 21,164 | 37.39 | | 90,938 | 93,630 | 89,680 |
| DE LAND (VOLUSIA CO.) | | 18,400 | | | 20,400 | | | 38,800 | | | |
| SUN NEWS | E (M-F) | | 4,896 | 26.61 | | 3,039 | 14.90 | | 7,935 | 8,537 | 9,002 |
| SUN NEWS | WKND | | 5,060 | 27.50 | | 3,367 | 16.50 | | 8,427 | 9,041 | 9,785 |
| FORT LAUDERDALE (BROWARD CO.) | | 529,800# | | | | | | 529,800 | | | |
| SUN-SENTINEL, NEWS | CMB DLY | # | 204,209 | 38.54 | | | | | 204,209 | 213,958 | 204,119 |
| SUN-SENTINEL | M (M-F) | # | 147,604 | 27.86 | | | | | 147,604 | 157,195 | 137,176 |
| NEWS | E (M-F) | # | 56,605 | 10.68 | | | | | 56,605 | 56,763 | 66,943 |
| NEWS/SUN-SENTINEL | SAT M | # | 194,542 | 36.72 | | | | | 194,542 | 204,241 | 193,709 |
| NEWS/SUN-SENTINEL | SUN | # | 263,937 | 49.82 | | | | | 263,937 | 277,544 | 259,603 |
| FORT MYERS (LEE CO.) | | 117,800# | | | | | | 117,800 | | | |
| NEWS-PRESS | M | # | 57,148 | 48.51 | | | | | 57,148 | 66,971 | 63,597 |
| NEWS-PRESS | SUN | # | 71,756 | 60.91 | | | | | 71,756 | 85,680 | 80,788 |
| FORT PIERCE-PORT ST. LUCIE (ST. LUCIE CO.) | | 47,100# | | | | | | 47,100 | | | |
| NEWS TRIBUNE | M | # | 20,331 | 43.17 | | | | | 20,331 | 21,078 | 20,010 |
| NEWS TRIBUNE | SUN | # | 22,595 | 47.97 | | | | | 22,595 | 23,705 | 22,279 |
| FORT WALTON BEACH (OKALOOSA CO.) | | 41,600 | | | 10,300 | | | 51,900 | | | |
| PLAYGROUND NEWS | M | | 24,117 | 57.97 | | 4,156 | 40.35 | | 28,273 | 31,211 | 29,124 |
| PLAYGROUND NEWS | SUN | | 27,498 | 66.10 | | 4,758 | 46.19 | | 32,256 | 36,190 | 33,605 |

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*AVERAGES FOR 3 MONTHS

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

| FLORIDA | | CZ OR NDM OH'S | CZ OR NDM CIRC | RATIO CIRC/ OH'S | RTZ OR NDM OH'S | RTZ OR NDM CIRC | RATIO CIRC/ OH'S | TOTAL NDM OR CZ & RTZ OH'S | TOTAL NDM OR CZ & RTZ CIRC | TOTAL CIRCULATION AS OF 9/30/87 | TOTAL CIRCULATION AS OF 9/30/86 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| GAINESVILLE (ALACHUA CO.) | | 30,200 | | | 63,000 | | | 93,200 | | | |
| SUN | M | | 26,012 | 86.13 | | 22,983 | 36.48 | | 48,995 | 53,494 | 51,917 |
| SUN | SUN | | 25,115 | 83.16 | | 24,041 | 38.16 | | 49,156 | 54,506 | 52,545 |
| HOLLYWOOD (BROWARD CO.) | | 79,900 | | | 80,600 | | | 160,500 | | | |
| SUN-TATTLER | M | | 22,171 | 27.75 | | 10,774 | 13.37 | | 32,945 | 33,426 | 32,696 |
| HOMESTEAD (DADE CO.) | | 26,600# | | | 37,100 | | | 63,700 | | | |
| SOUTH DADE NEWS LEADER | E (M-F) | # | 8,460 | 31.80 | | 2,247 | 6.06 | | 10,707 | 11,378 | 11,446 |
| INVERNESS (CITRUS CO.) | | 2,300@ | | | | | | 2,300 | | | |
| CITRUS COUNTY CHRONICLE | M (M-F) | @ | 4,259 | 185.17 | | | | | 4,259 | 13,753 | 12,710 |
| CITRUS COUNTY CHRONICLE | SUN | @ | 4,439 | 193.00 | | | | | 4,439 | 14,644 | 13,663 |
| JACKSONVILLE (DUVAL CO.) | | 270,100 | | | 72,000 | | | 342,100 | | | |
| TIMES-UNION, JOURNAL | CMB DLY | | 160,228 | 59.32 | | 17,682 | 24.56 | | 177,910 | 197,134 | 200,621 |
| TIMES-UNION | M (M-F) | | 120,588 | 44.65 | | 17,044 | 23.67 | | 137,632 | 156 754 | 158,686 |
| JOURNAL | E (M-F) | | 39,640 | 14.68 | | 638 | 0.89 | | 40,278 | 40,380 | 41,935 |
| TIMES-UNION/JOURNAL | SAT M | | 141,843 | 52.51 | | 18,522 | 25.73 | | 160,365 | 180,363 | 180,711 |
| TIMES-UNION/JOURNAL | SUN | | 164,977 | 61.08 | | 28,136 | 39.08 | | 193,113 | 221,790 | 223,676 |
| KEY WEST (MONROE CO.) | | 10,500 | | | 21,500 | | | 32,000 | | | |
| CITIZEN | E (M-F) | | 5,301 | 50.49 | | 1,023 | 4.76 | | 6,324 | 6,789 | 6,818 |
| CITIZEN | SUN | | 6,609 | 62.94 | | 1,574 | 7.32 | | 8,183 | 8,957 | 8,520 |
| LAKE CITY (COLUMBIA CO.) | | 3,600 | | | 11,300 | | | 14,900 | | | |
| REPORTER | E (M-F) | | 3,576 | 99.33 | | 4,628 | 40.96 | | 8,204 | 9,175 | 9,112* |
| LAKELAND (POLK CO.) | | 53,000 | | | 86,500 | | | 139,500 | | | |
| LEDGER | M | | 36,006 | 67.94 | | 27,970 | 32.34 | | 63,976 | 66,251 | 62,333 |
| LEDGER | SUN | | 43,909 | 82.85 | | 34,800 | 40.23 | | 78,709 | 81,786 | 77,958 |
| LEESBURG (LAKE CO.) | | 5,400 | | | 60,700 | | | 66,100 | | | |
| COMMERCIAL | E | | 4,257 | 78.83 | | 16,587 | 27.33 | | 20,844 | 21,203 | |
| COMMERCIAL | SUN | | 4,628 | 85.70 | | 18,446 | 30.39 | | 23,074 | 23,500 | 20,559 |
| MARIANNA (JACKSON CO.) | | 2,800 | | | 11,900 | | | 14,700 | | | |
| JACKSON COUNTY FLORIDAN | E (TU-F) | | 1,782 | 63.64 | | 2,761 | 23.20 | | 4,543 | 4,653 | 4,625 |
| JACKSON COUNTY FLORIDAN | SUN | | 2,061 | 73.61 | | 3,057 | 25.69 | | 5,118 | 5,228 | 5,171 |
| MELBOURNE (BREVARD CO.) | | 144,900# | | | | | | 144,900 | | | |
| TODAY | M | # | 64,944 | 44.82 | | | | | 64,944 | 66,686 | 62,277 |
| TODAY | SUN | # | 86,649 | 59.80 | | | | | 86,649 | 89,180 | 82,186 |

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*AVERAGES FOR 3 MONTHS

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

| FLORIDA | | CZ OR NDM OH'S | CZ OR NDM CIRC | RATIO CIRC/ OH'S | RIZ OR NDM OH'S | RIZ OR NDM CIRC | RATIO CIRC/ OH'S | TOTAL NDM OR CZ & RIZ OH'S | TOTAL NDM OR CZ & RIZ CIRC | TOTAL CIRCULATION AS OF 9/30/87 | TOTAL CIRCULATION AS OF 9/30/86 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| MIAMI (DADE CO.) | | 672,100 | | | 528,100 | | | 1,200,200 | | | |
| HERALD, NEWS | CMB DLY | | 300,148 | 44.66 | | 99,732 | 18.89 | | 399,880 | 454,070 | 462,980 |
| HERALD | M | | 249,501 | 37.12 | | 95,041 | 18.00 | | 344,542 | 398,612 | 407,296 |
| NEWS | E | | 50,647 | 7.54 | | 4,691 | 0.89 | | 55,338 | 55,458 | 55,684 |
| HERALD | SUN | | 315,102 | 46.88 | | 116,405 | 22.04 | | 431,507 | 501,001 | 505,236 |
| NAPLES (COLLIER CO.) | | 28,600 | | | 20,300 | | | 43,800 | | | |
| NEWS | E (M-F) | | 17,244 | 60.29 | | 8,207 | 40.43 | | 25,451 | 26,117 | 24,858 |
| NEWS | SUN | | 21,452 | 75.01 | | 10,993 | 54.15 | | 32,445 | 34,900 | 32,440 |
| OCALA (MARION CO.) | | 16,700 | | | 50,900 | | | 67,600 | | | |
| STAR-BANNER | E (M-F) | | 13,201 | 79.05 | | 22,026 | 43.27 | | 35,227 | 37,846 | 37,788 |
| STAR-BANNER | SAT | | 15,433 | 92.41 | | 27,085 | 53.21 | | 42,518 | 45,837 | |
| STAR-BANNER | SUN | | 14,969 | 89.63 | | 27,594 | 54.21 | | 42,563 | 46,073 | 43,333 |
| ORLANDO (ORANGE CO.) | | 261,100# | | | 105,200 | | | 366,300 | | | |
| SENTINEL | ALL DAY (M-F) | # | 143,853 | 55.09 | | 42,905 | 40.78 | | 186,758 | 244,038 | 242,755 |
| SENTINEL | SAT M | # | 135,579 | 51.93 | | 39,308 | 37.37 | | 174,887 | 229,987 | 230,963 |
| SENTINEL | SUN | # | 200,412 | 76.76 | | 61,647 | 58.60 | | 262,059 | 332,196 | 314,195 |
| PALATKA (PUTNAM CO.) | | 3,900 | | | 19,100 | | | 23,000 | | | |
| NEWS | E (M-F) | | 3,562 | 91.33 | | 9,485 | 49.66 | | 13,047 | 13,301 | 13,127 |
| PANAMA CITY (BAY CO.) | | 33,900 | | | 33,700 | | | 67,600 | | | |
| NEWS-HERALD | M | | 24,341 | 71.80 | | 7,892 | 23.42 | | 32,233 | 32,947 | 32,564 |
| NEWS-HERALD | SUN | | 26,968 | 79.55 | | 9,134 | 27.10 | | 36,102 | 37,175 | 36,889 |
| PENSACOLA (ESCAMBIA CO.) | | 87,300 | | | 132,200 | | | 219,500 | | | |
| NEWS-JOURNAL | M | | 43,298 | 49.60 | | 16,167 | 12.23 | | 59,465 | 59,897 | 56,918 |
| NEWS-JOURNAL | SUN | | 53,359 | 61.12 | | 22,113 | 16.73 | | 75,472 | 76,178 | 73,402 |
| PUNTA GORDA (CHARLOTTE CO.) | | 24,600 | | | 23,000 | | | 47,600 | | | |
| CHARLOTTE HERALD-NEWS | E | | 5,843 | 23.75 | | 67 | 0.29 | | 5,910 | 6,062 | 6,646 |
| ST. AUGUSTINE (ST. JOHNS CO.) | | 23,100# | | | | | | 23,100 | | | |
| RECORD | E | # | 12,949 | 56.06 | | | | | 12,949 | 13,441* | 12,809* |
| ST. PETERSBURG (PINELLAS CO.) | | 464,700# | | | | | | 464,700 | | | |
| TIMES | M | # | 263,595 | 56.72 | | | | | 263,595 | 289,086 | |
| TIMES | SUN | # | 336,125 | 72.33 | | | | | 336,125 | 372,292 | 350,400 |

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*AVERAGES FOR 3 MONTHS

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

| FLORIDA | | CZ OR NDM OH'S | CZ OR NDM CIRC | RATIO CIRC/ OH'S | RTZ OR NDM OH'S | RTZ OR NDM CIRC | RATIO CIRC/ OH'S | TOTAL NDM OR CZ & RTZ OH'S | TOTAL NDM OR CZ & RTZ CIRC | TOTAL CIRCULATION AS OF 9/30/87 | TOTAL CIRCULATION AS OF 9/30/86 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| SARASOTA (SARASOTA CO.) | | 114,700# | | | | | | 114,700 | | | |
| HERALD-TRIBUNE | M | # | 69,248 | 60.37 | | | | | 69,248 | 96,694 | 93,353 |
| HERALD-TRIBUNE | SUN | # | 82,886 | 72.26 | | | | | 82,886 | 119,369 | 114,454 |
| STUART (MARTIN CO.) | | 36,200# | | | | | | 36,200 | | | |
| NEWS | M | # | 17,365 | 47.97 | | | | | 17,365 | 21,715 | 19,526 |
| NEWS | SUN | # | 18,981 | 52.43 | | | | | 18,981 | 24,554 | 21,532 |
| TALLAHASSEE (LEON CO.) | | 66,600# | | | 35,600 | | | 102,200 | | | |
| DEMOCRAT | M | # | 39,480 | 59.28 | | 9,698 | 27.24 | | 49,178 | 54,000* | 54,126* |
| DEMOCRAT | SUN | # | 44,839 | 67.33 | | 13,141 | 36.91 | | 57,980 | 65,380* | 66,380* |
| TAMPA (HILLSBOROUGH CO.) | | 189,500 | | | 917,000 | | | 1,106,500 | | | |
| TRIBUNE | M | | 112,345 | 59.28 | | 103,627 | 11.30 | | 215,972 | 225,994 | 207,671 |
| TRIBUNE AND TIMES | SUN | | 152,514 | 80.48 | | 137,322 | 14.98 | | 289,836 | 306,074 | 283,991 |
| VERO BEACH (INDIAN RIVER CO.) | | 33,400# | | | | | | 33,400 | | | |
| PRESS-JOURNAL | M | # | 20,593 | 61.66 | | | | | 20,593 | 22,867 | 20,925 |
| PRESS-JOURNAL | SUN | # | 20,814 | 62.32 | | | | | 20,814 | 24,386 | 22,244 |
| WEST PALM BEACH (PALM BEACH CO.) | | 201,200 | | | 159,800 | | | 361,000 | | | |
| POST, TIMES | CMB DLY | | 94,940 | 47.19 | | 33,092 | 20.71 | | 128,032 | 134,149 | 122,867 |
| POST | M (M-F) | | 86,451 | 42.97 | | 30,414 | 19.03 | | 116,865 | 122,724 | 102,229 |
| TIMES | E (M-F) | | 8,489 | 4.22 | | 2,678 | 1.68 | | 11,167 | 11,425 | 20,638 |
| POST | SAT M | | 97,629 | 48.52 | | 34,351 | 21.50 | | 131,980 | 138,613 | 120,977 |
| POST | SUN | | 120,878 | 60.08 | | 43,143 | 27.00 | | 164,021 | 174,314 | 164,736 |
| WINTER HAVEN (POLK CO.) | | 31,000# | | | | | | 31,000 | | | |
| NEWS CHIEF | E | # | 11,359 | 36.64 | | | | | 11,359 | 14,004 | 14,567 |
| NEWS CHIEF | SUN | # | 12,042 | 38.85 | | | | | 12,042 | 14,959 | 14,877 |
| GEORGIA | | | | | | | | | | | |
| ALBANY (DOUGHERTY CO.) | | 31,600 | | | 72,200 | | | 103,800 | | | |
| HERALD | E | | 21,151 | 66.93 | | 14,837 | 20.55 | | 35,988 | 37,879 | 37,937 |
| HERALD | SUN | | 23,273 | 73.65 | | 18,437 | 25.54 | | 41,710 | 45,124 | 44,421 |
| AMERICUS (SUMTER CO.) | | 5,700 | | | 5,600 | | | 11,300 | | | |
| TIMES-RECORDER | E | | 3,880 | 68.07 | | 3,154 | 56.32 | | 7,034 | 7,503 | 7,175 |

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| GEORGIA | | CZ OR NDM OH'S | CZ OR NDM CIRC | RATIO CIRC/ OH'S | RTZ OR NDM OH'S | RTZ OR NDM CIRC | RATIO CIRC/ OH'S | TOTAL NDM OR CZ & RTZ OH'S | TOTAL NDM OR CZ & RTZ CIRC | TOTAL CIRCULATION AS OF 9/30/87 | TOTAL CIRCULATION AS OF 9/30/86 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| ATHENS (CLARKE CO.) | | 15,900 | | | 39,500 | | | 55,400 | | | |
| NEWS, BANNER-HERALD | CMB DLY | | 8,168 | 51.37 | | 12,184 | 30.85 | | 20,352 | 24,245 | 22,636 |
| NEWS | M (M-F) | | 3,236 | 20.35 | | 4,213 | 10.67 | | 7,449 | 10,800 | 10,211 |
| BANNER-HERALD | E (M-F) | | 4,932 | 31.02 | | 7,971 | 20.18 | | 12,903 | 13,445 | 12,425 |
| BANNER-HERALD/NEWS | SAT M | | 6,505 | 40.91 | | 11,650 | 29.49 | | 18,155 | 22,011 | 19,895 |
| BANNER-HERALD/NEWS | SUN | | 8,502 | 53.47 | | 16,277 | 41.21 | | 24,779 | 29,656 | 26,954 |
| ATLANTA (FULTON CO.) | | 654,100 | | | 635,700 | | | 1,289,800 | | | |
| CONSTITUTION, JOURNAL | CMB DLY | | 293,241 | 44.83 | | 123,773 | 19.47 | | 417,014 | 451,006 | 441,011 |
| CONSTITUTION | M (M-F) | | 171,853 | 26.27 | | 64,541 | 10.15 | | 236,394 | 265,669 | 255,636 |
| JOURNAL | E (M-F) | | 121,388 | 18.56 | | 59,232 | 9.32 | | 180,620 | 185,337 | 185,375 |
| JOURNAL & CONSTITUTION | SAT M | | 319,904 | 48.91 | | 149,451 | 23.51 | | 469,355 | 502,166 | 487,508 |
| JOURNAL & CONSTITUTION | SUN | | 390,085 | 59.64 | | 198,215 | 31.18 | | 588,300 | 646,272 | 618,084 |
| AUGUSTA (RICHMOND CO.) | | 85,400 | | | 123,200 | | | 208,600 | | | |
| CHRONICLE, HERALD | CMB DLY | | 54,193 | 63.46 | | 24,326 | 19.75 | | 78,519 | 79,821 | 80,532 |
| CHRONICLE | M (M-F) | | 39,446 | 46.19 | | 22,459 | 18.23 | | 61,905 | 63,159 | 62,630 |
| HERALD | E (M-F) | | 14,747 | 17.27 | | 1,867 | 1.52 | | 16,614 | 16,662 | 17,902 |
| CHRONICLE-HERALD | SAT M | | 58,993 | 69.08 | | 28,149 | 22.85 | | 87,142 | 88,558 | 87,145 |
| CHRONICLE-HERALD | SUN | | 56,704 | 66.40 | | 27,910 | 22.65 | | 84,614 | 86,140 | 85,262 |
| COLUMBUS (MUSCOGEE CO.) | | 77,200 | | | 107,200 | | | 184,400 | | | |
| ENQUIRER, LEDGER | CMB DLY | | 45,120 | 58.45 | | 13,544 | 12.63 | | 58,664 | 59,776 | 60,087 |
| ENQUIRER | M (M-F) | | 24,109 | 31.23 | | 10,984 | 10.25 | | 35,093 | 36,156 | 34,654 |
| LEDGER | E (M-F) | | 21,011 | 27.22 | | 2,560 | 2.39 | | 23,571 | 23,620 | 25,433 |
| ENQUIRER & LEDGER | SAT M | | 41,597 | 53.88 | | 13,849 | 12.92 | | 55,446 | 56,541 | 56,594 |
| LEDGER-ENQUIRER | SUN | | 49,867 | 64.59 | | 16,744 | 15.62 | | 66,611 | 67,549 | 67,500 |
| CONYERS (ROCKDALE CO.) | | 15,800# | | | | | | 15,800 | | | |
| ROCKDALE CITIZEN | E (M-F) | # | 8,297 | | | | | | 8,297 | 8,902 | |
| DALTON (WHITFIELD CO.) | | 8,300 | | | 24,000 | | | 32,300 | | | |
| CITIZEN-NEWS | E (M-F) | | 5,204 | 62.70 | | 6,776 | 28.23 | | 11,980 | 12,160 | 11,775 |
| CITIZEN-NEWS (6-13-87 TO 9-30-87) | SAT | | 4,772 | 57.49 | | 6,374 | 26.56 | | 11,146 | 11,325 | |
| CITIZEN-NEWS (6-14-87 TO 9-30-87) | SUN | | 3,938 | 47.45 | | 5,659 | 23.58 | | 9,597 | 9,776 | |
| DUBLIN (LAURENS CO.) | | 21,700# | | | | | | 21,700 | | | |
| COURIER HERALD | E | # | 9,914 | 45.69 | | | | | 9,914 | 10,216 | 10,017 |
| GAINESVILLE (HALL CO.) | | 17,900# | | | 49,100 | | | 67,000 | | | |
| TIMES | E (M-F) | # | 11,708 | 65.41 | | 9,723 | 19.80 | | 21,431 | 21,524 | 20,232* |
| TIMES | SUN | # | 12,465 | 69.64 | | 10,910 | 22.22 | | 23,375 | 23,511 | 22,163* |

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| GEORGIA | | CZ OR NDM OH'S | CZ OR NDM CIRC | RATIO CIRC/ OH'S | RTZ OR NDM OH'S | RTZ OR NDM CIRC | RATIO CIRC/ OH'S | TOTAL NDM OR CZ & RTZ OH'S | TOTAL NDM OR CZ & RTZ CIRC | TOTAL CIRCULATION AS OF 9/30/87 | TOTAL CIRCULATION AS OF 9/30/86 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| GRIFFIN (SPALDING CO.) | | 8,300 | | | 9,800 | | | 18,100 | | | |
| NEWS | E | | 5,896 | 71.04 | | 4,729 | 48.26 | | 10,625 | 12,653* | 12,257* |
| GWINNETT CO. (LAWRENCEVILLE P.O.) | | 92,500# | | | | | | 92,500 | | | |
| NEWS | E | # | 28,025 | 30.30 | | | | | 28,025 | 28,335 | 27,436 |
| NEWS | SUN | # | 31,238 | 33.77 | | | | | 31,238 | 31,583 | 30,851 |
| MACON (BIBB CO.) | | 50,400 | | | 156,900 | | | 207,300 | | | |
| TELEGRAPH & NEWS | M | | 34,225 | 67.91 | | 35,004 | 22.31 | | 69,229 | 71,813 | 71,069 |
| TELEGRAPH & NEWS | SUN | | 41,326 | 82.00 | | 52,450 | 33.43 | | 93,776 | 97,607 | 94,636 |
| MARIETTA (COBB CO.) | | 147,100# | | | | | | 147,100 | | | |
| JOURNAL | E | # | 22,392 | 15.22 | | | | | 22,392 | 22,996 | 27,201 |
| JOURNAL | SUN | # | 23,974 | 16.30 | | | | | 23,974 | 24,333 | 28,586 |
| SAVANNAH (CHATHAM CO.) | | 70,600 | | | 198,800 | | | 269,400 | | | |
| NEWS, PRESS | CMB DLY | | 47,538 | 67.33 | | 26,551 | 13.36 | | 74,089 | 75,282 | 75,972 |
| NEWS | M | | 30,550 | 43.27 | | 23,789 | 11.97 | | 54,339 | 55,467 | 55,665 |
| PRESS | E | | 16,988 | 24.06 | | 2,762 | 1.39 | | 19,750 | 19,815 | 20,307 |
| NEWS | SUN | | 41,968 | 59.44 | | 32,654 | 16.43 | | 74,622 | 75,822 | 74,283 |
| STATESBORO (BULLOCH CO.) | | 12,300# | | | | | | 12,300 | | | |
| HERALD | M | # | 6,692 | 54.41 | | | | | 6,692 | 6,841* | 6,902* |
| HERALD | SUN | # | 6,534 | 53.12 | | | | | 6,534 | 6,674* | 6,674* |
| THOMASVILLE (THOMAS CO.) | | 6,600 | | | 14,300 | | | 20,900 | | | |
| TIMES-ENTERPRISE | E (M-F) | | 5,084 | 77.03 | | 5,904 | 41.29 | | 10,988 | 11,365 | 11,358 |
| TIMES-ENTERPRISE | SAT M | | 4,822 | 73.06 | | 5,878 | 41.10 | | 10,700 | 11,077 | 11,094 |
| VALDOSTA (LOWNDES CO.) | | 13,900 | | | 35,500 | | | 49,400 | | | |
| TIMES | E | | 8,590 | 61.80 | | 9,464 | 26.66 | | 18,054 | 18,196 | 17,513 |
| TIMES | SUN | | 8,236 | 59.25 | | 10,084 | 28.41 | | 18,320 | 18,462 | 17,720 |
| WARNER ROBINS (HOUSTON CO.) | | 24,000# | | | 4,300 | | | 28,300 | | | |
| SUN | E (M-F) | # | 9,717 | 40.49 | | 272 | 6.33 | | 9,989 | 10,075 | 10,410 |
| SUN | SUN | # | 10,852 | 45.22 | | 330 | 7.67 | | 11,182 | 11,268 | 11,639 |
| HAWAII | | | | | | | | | | | |
| HILO (HAWAII CO.) | | 24,800# | | | | | | 24,800 | | | |
| TRIBUNE-HERALD | E (M-F) | # | 17,752 | 71.58 | | | | | 17,752 | 20,374 | 20,020 |
| TRIBUNE-HERALD | SUN | # | 19,610 | 79.07 | | | | | 19,610 | 23,145 | 22,589 |

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| HAWAII | | CZ OR NDM OH'S | CZ OR NDM CIRC | RATIO CIRC/ OH'S | RTZ OR NDM OH'S | RTZ OR NDM CIRC | RATIO CIRC/ OH'S | TOTAL NDM OR CZ & RTZ OH'S | TOTAL NDM OR CZ & RTZ CIRC | TOTAL CIRCULATION AS OF 9/30/87 | TOTAL CIRCULATION AS OF 9/30/86 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| HONOLULU (HONOLULU CO.) | | 258,500# | | | | | | 258,500 | | | |
| ADVERTISER, STAR-BULLETIN | CMB DLY | # | 172,104 | 66.58 | | | | | 172,104 | 188,221 | 184,671 |
| ADVERTISER | M | # | 77,714 | 30.06 | | | | | 77,714 | 90,738 | 85,186 |
| STAR-BULLETIN | E | # | 94,390 | 36.51 | | | | | 94,390 | 97,483 | 99,485 |
| STAR-BULLETIN & ADVERTISER | SUN | # | 184,222 | 71.27 | | | | | 184,222 | 201,457 | 196,092 |
| KAILUA-KONA (HAWAII CO.) | | 11,000# | | | | | | 11,000 | | | |
| WEST HAWAII TODAY | M (M-F) | # | 7,735 | 70.32 | | | | | 7,735 | 8,430 | 7,892 |
| WEST HAWAII TODAY | SUN | # | 7,945 | 72.23 | | | | | 7,945 | 8,490 | 7,810 |
| LIHUE (KAUAI CO.) | | 14,500# | | | | | | 14,500 | | | |
| GARDEN ISLAND | E (M, T, W & F) | # | 9,057 | 62.46 | | | | | 9,057 | 9,481 | 9,407 |
| GARDEN ISLAND | SUN | # | 8,848 | 61.02 | | | | | 8,848 | 9,273 | 8,874 |
| WAILUKU (MAUI CO.) | | 9,300 | | | 19,700 | | | 29,000 | | | |
| MAUI NEWS | E (M-F) | | 6,021 | 64.74 | | 8,712 | 44.22 | | 14,733 | 15,320 | 14,629 |
| MAUI NEWS | SUN | | 5,608 | 60.30 | | 9,992 | 50.72 | | 15,600 | 15,630 | 14,239 |
| IDAHO | | | | | | | | | | | |
| BOISE (ADA CO.) | | 67,000 | | | 75,900 | | | 142,900 | | | |
| STATESMAN | M | | 34,374 | 51.30 | | 17,915 | 23.60 | | 52,289 | 54,836 | 54,744 |
| STATESMAN | SUN | | 42,265 | 63.08 | | 25,479 | 33.57 | | 67,744 | 70,833 | 71,007 |
| IDAHO FALLS (BONNEVILLE CO.) | | 15,200 | | | 26,000 | | | 41,200 | | | |
| POST-REGISTER | E (M-F) | | 11,077 | 72.88 | | 11,516 | 44.29 | | 22,593 | 25,064* | 24,662* |
| POST-REGISTER | SUN | | 11,455 | 75.36 | | 11,882 | 45.70 | | 23,337 | 26,153* | 25,406* |
| NAMPA-CALDWELL (CANYON CO.) | | 22,400# | | | 10,000 | | | 32,400 | | | |
| PRESS-TRIBUNE | E (M-F) | # | 12,396 | 55.34 | | 4,355 | 43.55 | | 16,751 | 17,335 | 17,807 |
| PRESS-TRIBUNE | SUN | # | 12,489 | 55.75 | | 4,428 | 44.28 | | 16,917 | 17,505 | 17,938 |
| POCATELLO (BANNOCK CO.) | | 20,200 | | | 24,200 | | | 44,400 | | | |
| STATE JOURNAL | E (M-F) | | 12,338 | 61.08 | | 6,465 | 26.71 | | 18,803 | 18,998* | 18,903* |
| JOURNAL | SUN | | 12,787 | 63.30 | | 7,154 | 29.56 | | 19,941 | 20,189* | 19,901* |
| TWIN FALLS (TWIN FALLS CO.) | | 11,900 | | | 37,500 | | | 49,400 | | | |
| TIMES-NEWS | M | | 8,467 | 71.15 | | 10,980 | 29.28 | | 19,447 | 20,175 | 20,486 |
| TIMES-NEWS | SUN | | 8,560 | 71.93 | | 11,633 | 31.02 | | 20,193 | 20,869 | 21,540 |

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*AVERAGES FOR 3 MONTHS

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

| ILLINOIS | | CZ OR NDM OH'S | CZ OR NDM CIRC | RATIO CIRC/ OH'S | RTZ OR NDM OH'S | RTZ OR NDM CIRC | RATIO CIRC/ OH'S | TOTAL NDM OR CZ & RTZ OH'S | TOTAL NDM OR CZ & RTZ CIRC | TOTAL CIRCULATION AS OF 9/30/87 | TOTAL CIRCULATION AS OF 9/30/86 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| ALTON-EAST ALTON-WOOD RIVER (MADISON CO.) | | 35,500 | | | 39,400 | | | 74,900 | | | |
| TELEGRAPH | E | | 25,340 | 71.38 | | 9,796 | 24.86 | | 35,136 | 36,705 | 36,365 |
| AURORA (KANE CO.) | | 41,200 | | | 87,400 | | | 128,600 | | | |
| BEACON-NEWS | E | | 24,713 | 59.98 | | 15,286 | 17.49 | | 39,999 | 40,306 | 39,915 |
| BEACON-NEWS | SUN | | 26,047 | 63.22 | | 16,823 | 19.25 | | 42,870 | 43,176 | 42,614 |
| BELLEVILLE (ST. CLAIR CO.) | | 46,600# | | | | | | 46,600 | | | |
| NEWS-DEMOCRAT | M | # | 26,880 | 57.68 | | | | | 26,880 | 45,660 | 42,927 |
| NEWS-DEMOCRAT | SUN | # | 30,731 | 65.95 | | | | | 30,731 | 53,204 | 52,043 |
| BLOOMINGTON-NORMAL (McLEAN CO.) | | 33,300 | | | 53,600 | | | 86,900 | | | |
| PANTAGRAPH | M | | 23,347 | 70.11 | | 23,912 | 44.61 | | 47,259 | 52,331 | 53,623 |
| PANTAGRAPH | SUN | | 24,287 | 72.93 | | 25,864 | 48.25 | | 50,151 | 55,771 | 56,582 |
| CANTON (FULTON CO.) | | 5,700 | | | 11,600 | | | 17,300 | | | |
| LEDGER | E | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME | | | | | | | | | |
| CARBONDALE (JACKSON CO.)-HERRIN (WILLIAMSON CO.)-MARION (WILLIAMSON CO.)-MURPHYSBORO (JACKSON CO.) | | 95,900# | | | | | | 95,900 | | | |
| SOUTHERN ILLINOISAN | E | # | 26,800 | 27.95 | | | | | 26,800 | 28,077 | 28,409 |
| SOUTHERN ILLINOISAN | SUN | # | 32,066 | 33.44 | | | | | 32,066 | 33,700 | 34,341 |
| CENTRALIA-CENTRAL CITY-WAMAC (MARION CO.) | | 8,800 | | | 34,800 | | | 43,600 | | | |
| SENTINEL | E (M-F) | | 5,723 | 65.03 | | 10,485 | 30.13 | | 16,208 | 16,874 | 16,692 |
| SENTINEL | SUN | | 5,979 | 67.94 | | 11,157 | 32.06 | | 17,136 | 17,917 | 17,695 |
| CHAMPAIGN-URBANA (CHAMPAIGN CO.) | | 37,200# | | | 55,700 | | | 92,900 | | | |
| NEWS-GAZETTE | E (M-F) | # | 24,976 | 67.14 | | 19,207 | 34.48 | | 44,183 | 46,060 | 44,179 |
| NEWS-GAZETTE | SAT M | # | 25,063 | 67.37 | | 19,678 | 35.33 | | 44,741 | 46,629 | 44,273 |
| NEWS-GAZETTE | SUN | # | 27,330 | 73.47 | | 22,080 | 39.64 | | 49,410 | 52,346 | 50,103 |
| CHARLESTON (COLES CO.) | | 6,200# | | | 9,500 | | | 15,700 | | | |
| COLES COUNTY TIMES-COURIER | M | # | 4,039 | 65.15 | | 2,885 | 30.37 | | 6,924 | 7,267 | 7,220 |

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| ILLINOIS | | CZ OR NDM OH'S | CZ OR NDM CIRC | RATIO CIRC/ OH'S | RIZ OR NDM OH'S | RIZ OR NDM CIRC | RATIO CIRC/ OH'S | TOTAL NDM OR CZ & RIZ OH'S | TOTAL NDM OR CZ & RIZ CIRC | TOTAL CIRCULATION AS OF 9/30/87 | TOTAL CIRCULATION AS OF 9/30/86 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| CHICAGO (COOK CO.) | | 1,134,200# | | | 1,721,400 | | | 2,855,600 | | | |
| RACING FORM | MON M | | | | | | | | | 17,742* | 16,184* |
| RACING FORM | M (TU-F) | | | | | | | | | 25,750* | 25,525* |
| RACING FORM | SAT M | | | | | | | | | 49,498* | 47,286* |
| RACING FORM | SUN | | | | | | | | | 40,629* | 37,803* |
| SUN-TIMES | M (M-F) | # | 336,290 | 29.65 | 256,040 | 14.87 | | 592,330 | | 604,862 | 612,686 |
| SUN-TIMES | SAT M | # | 210,569 | 18.57 | 185,087 | 10.75 | | 395,656 | | 407,868 | 420,501 |
| SUN-TIMES | SUN | # | 303,482 | 26.76 | 293,866 | 17.07 | | 597,348 | | 613,940 | 625,935 |
| TRIBUNE | M (M-F) | # | 241,904 | 21.33 | 432,742 | 25.14 | | 674,646 | | 765,371 | 744,969 |
| TRIBUNE | SAT M | # | 157,194 | 13.86 | 382,900 | 22.24 | | 540,094 | | 626,328 | 608,317 |
| TRIBUNE | SUN | # | 313,928 | 27.68 | 673,321 | 39.11 | | 987,249 | | 1,117,275 | 1,112,200 |
| CHICAGO (COOK CO.) (ARLINGTON HEIGHTS P.O.) | | 246,000# | | | | | | 246,000 | | | |
| HERALD | M | # | 72,714 | 29.56 | | | | | 72,714 | 75,489 | 73,315 |
| HERALD | SUN | # | 70,927 | 28.83 | | | | | 70,927 | 73,317 | 71,478 |
| CHICAGO (COOK CO.) | | 234,800# | | | | | | 234,800 | | | |
| SOUTH SUBURBAN SOUTHTOWN ECONOMIST | E (M-F) | # | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME | | | | | | | | |
| SOUTH SUBURBAN SOUTHTOWN ECONOMIST | SUN | # | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME | | | | | | | | |
| CRYSTAL LAKE (McHENRY CO.) | | 7,300# | | | 69,900 | | | 77,200 | | | |
| NORTHWEST HERALD | M (M-F) | # | UNDER TEMPORARY SUSPENSION OF SERVICE | | | | | | | | |
| DANVILLE (VERMILION CO.) | | 23,000 | | | 23,900 | | | 46,900 | | | |
| COMMERCIAL-NEWS | E | | 14,137 | 61.47 | | 10,863 | 45.45 | | 25,000 | 25,292 | 25,722 |
| COMMERCIAL-NEWS | SUN | | 14,725 | 64.02 | | 12,084 | 50.56 | | 26,809 | 27,131 | 27,413 |
| DECATUR (MACON CO.) | | 40,900 | | | 33,800 | | | 74,700 | | | |
| HERALD & REVIEW | M | | 24,397 | 59.65 | | 11,493 | 34.00 | | 35,890 | 44,215 | 45,300 |
| HERALD & REVIEW | SUN | | 28,343 | 69.30 | | 14,710 | 43.52 | | 43,053 | 56,022 | 55,718 |
| DEKALB (DEKALB CO.) | | 13,400 | | | 10,000 | | | 23,400 | | | |
| CHRONICLE | E (M-F) | | 7,738 | 57.75 | | 3,277 | 32.77 | | 11,015 | 11,247* | 11,373* |
| CHRONICLE | SUN | | 8,380 | 62.54 | | 3,476 | 34.76 | | 11,856 | 12,088* | 12,065* |
| DIXON (LEE CO.) | | 5,300 | | | 20,900 | | | 26,200 | | | |
| TELEGRAPH | E | | 4,750 | 89.62 | | 5,195 | 24.86 | | 9,945 | 10,295 | 10,484 |
| EDWARDSVILLE (MADISON CO.) | | 18,900# | | | | | | 18,900 | | | |
| INTELLIGENCER | E | # | 6,543 | 34.62 | | | | | 6,543 | 7,079 | 6,952 |

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| ILLINOIS | | CZ OR NDM OH'S | CZ OR NDM CIRC | RATIO CIRC/ OH'S | RTZ OR NDM OH'S | RTZ OR NDM CIRC | RATIO CIRC/ OH'S | TOTAL NDM OR CZ & RTZ OH'S | TOTAL NDM OR CZ & RTZ CIRC | TOTAL CIRCULATION AS OF 9/30/87 | TOTAL CIRCULATION AS OF 9/30/86 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| EFFINGHAM (EFFINGHAM CO.) | | 5,700 | | | 25,200 | | | 30,900 | | | |
| NEWS | E | | 4,942 | 86.70 | | 7,996 | 31.73 | | 12,938 | 13,368* | 13,266* |
| ELGIN (KANE CO.) | | 36,400 | | | 192,500 | | | 228,900 | | | |
| COURIER-NEWS | E | | 17,335 | 47.62 | | 15,086 | 7.84 | | 32,421 | 32,699 | 33,240 |
| COURIER-NEWS | SUN | | 17,593 | 48.33 | | 15,431 | 8.02 | | 33,024 | 33,306 | 33,541 |
| FREEPORT (STEPHENSON CO.) | | 10,700 | | | 23,500 | | | 34,200 | | | |
| JOURNAL-STANDARD | E | | 7,767 | 72.59 | | 8,923 | 37.97 | | 16,690 | 17,068 | 17,663 |
| GALESBURG (KNOX CO.) | | 13,900 | | | 30,400 | | | 44,300 | | | |
| REGISTER-MAIL | E | | | | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME | | | | | | |
| JACKSONVILLE (MORGAN CO.) | | 9,100 | | | 24,600 | | | 33,700 | | | |
| JOURNAL COURIER | M | | 5,984 | 65.76 | | 7,843 | 31.88 | | 13,827 | 14,539 | 14,750 |
| JOURNAL COURIER | SUN | | 6,521 | 71.66 | | 8,110 | 32.97 | | 14,631 | 15,343 | 15,648 |
| JOLIET (WILL CO.) | | 47,800 | | | 84,400 | | | 132,200 | | | |
| HERALD-NEWS | E | | 32,730 | 68.47 | | 14,597 | 17.30 | | 47,327 | 47,622 | 47,033 |
| HERALD-NEWS | SUN | | 33,502 | 70.09 | | 15,742 | 18.65 | | 49,244 | 49,539 | 48,716 |
| KANKAKEE (KANKAKEE CO.) | | 20,900 | | | 37,600 | | | 58,500 | | | |
| JOURNAL | E (M-F) | | 14,606 | 69.89 | | 14,527 | 38.64 | | 29,133 | 30,240 | 30,747 |
| JOURNAL | SUN | | 15,526 | 74.29 | | 16,186 | 43.05 | | 31,712 | 32,980 | 33,053 |
| KEWANEE (HENRY CO.) | | 5,200 | | | 19,200 | | | 24,400 | | | |
| STAR-COURIER | E | | 3,901 | 75.02 | | 3,476 | 18.10 | | 7,377 | 8,136 | 8,545 |
| LANSING (COOK CO.) | | 48,000# | | | | | | 48,000 | | | |
| CALUMET | M | # | | | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME | | | | | | |
| LASALLE-PERU-OGLESBY (LASALLE CO.)-SPRING VALLEY (BUREAU CO.) | | 12,800 | | | 17,600 | | | 30,400 | | | |
| NEWS-TRIBUNE | E | | 9,798 | 76.55 | | 8,998 | 51.13 | | 18,796 | 19,870 | 20,071 |
| LINCOLN (LOGAN CO.) | | 5,800 | | | 5,300 | | | 11,100 | | | |
| COURIER | E | | 4,095 | 70.60 | | 2,123 | 40.06 | | 6,218 | 6,589 | 6,811 |
| MACOMB (McDONOUGH CO.) | | 6,000 | | | 16,300 | | | 22,300 | | | |
| JOURNAL | E (M-F) | | 3,727 | 62.12 | | 4,435 | 27.21 | | 8,162 | 8,461 | 9,090 |
| JOURNAL | SUN | | 3,838 | 63.97 | | 4,414 | 27.08 | | 8,252 | 8,540 | 8,957 |
| MATTOON (COLES CO.) | | 8,300# | | | 13,700 | | | 22,000 | | | |
| JOURNAL-GAZETTE | M | # | 6,164 | 74.27 | | 5,784 | 42.22 | | 11,948 | 12,312 | 12,431 |

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|---|---|---|---|---|---|---|---|---|---|---|---|
| MOLINE-EAST MOLINE (ROCK ISLAND CO.) | | 58,500 | | | 117,700 | | | 176,200 | | | |
| DISPATCH | E | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME | | | | | | | | | |
| DISPATCH | SUN | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME | | | | | | | | | |
| MOUNT VERNON (JEFFERSON CO.) | | 8,200 | | | 16,200 | | | 24,400 | | | |
| REGISTER NEWS | E | | 5,820 | 70.98 | | 5,141 | 31.73 | | 10,961 | 11,347 | 11,465 |
| NAPERVILLE (DUPAGE CO.) | | | | | | | | | | | |
| WALL STREET JOURNAL-MIDWEST EDITION | M (M-F) | | | | | | | | | 548,857 | 547,190 |
| OTTAWA (LASALLE CO.) | | 11,000# | | | 11,900 | | | 22,900 | | | |
| TIMES | E | # | 9,351 | 85.01 | | 2,624 | 22.05 | | 11,975 | 12,791 | 13,102 |
| PEKIN (TAZEWELL CO.) | | 12,500 | | | 36,300 | | | 48,800 | | | |
| TIMES | E | | 8,492 | 67.94 | | 6,806 | 18.75 | | 15,298 | 15,847 | 16,072 |
| PEORIA (PEORIA CO.) | | 85,800 | | | 85,600 | | | 171,400 | | | |
| JOURNAL STAR | ALL DAY | | 56,161 | 65.46 | | 31,881 | 37.24 | | 88,042 | 97,171 | 99,197 |
| JOURNAL STAR | SUN | | 59,521 | 69.37 | | 39,481 | 46.12 | | 99,002 | 113,654 | 114,536 |
| PONTIAC (LIVINGSTON CO.) | | 3,900 | | | 11,900 | | | 15,800 | | | |
| LEADER | E | | 3,570 | 91.54 | | 4,331 | 36.39 | | 7,901 | 8,395 | 8,440 |
| QUINCY (ADAMS CO.) | | 20,200 | | | 50,900 | | | 71,100 | | | |
| HERALD-WHIG | E (M-F) | | 13,447 | 66.57 | | 13,487 | 26.50 | | 26,934 | 27,554* | 27,900* |
| HERALD-WHIG | SAT M | | 14,090 | 69.75 | | 11,625 | 22.84 | | 25,715 | 26,226* | 25,553* |
| HERALD-WHIG | SUN | | 14,541 | 71.99 | | 16,145 | 31.72 | | 30,686 | 31,531* | 31,746* |
| ROCK ISLAND (ROCK ISLAND CO.) | | 58,500 | | | 117,700 | | | 176,200 | | | |
| ARGUS | E | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME | | | | | | | | | |
| ARGUS | SUN | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME | | | | | | | | | |
| ROCKFORD (WINNEBAGO CO.) | | 186,500# | | | | | | 186,500 | | | |
| REGISTER STAR | M | # | 68,307 | 36.63 | | | | | 68,307 | 72,819 | 70,192 |
| REGISTER STAR | SUN | # | 81,422 | 43.66 | | | | | 81,422 | 87,518 | 86,485 |
| SPRINGFIELD (SANGAMON CO.) | | 56,800 | | | 129,400 | | | 186,200 | | | |
| STATE JOURNAL-REGISTER | ALL DAY | | 40,584 | 71.45 | | 27,954 | 21.60 | | 68,538 | 69,649 | 60,211 |
| STATE JOURNAL-REGISTER | SUN | | 39,358 | 69.29 | | 35,816 | 27.68 | | 75,174 | 76,590 | 71,834 |

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|---|---|---|---|---|---|---|---|---|---|---|---|
| STERLING-ROCK FALLS (WHITESIDE CO.) | | 12,600 | | | 17,800 | | | 30,400 | | | |
| GAZETTE | E | | 8,869 | 70.39 | | 4,745 | 26.66 | | 13,614 | 14,145 | 14,235 |
| STREATOR (LASALLE CO.) | | 7,500 | | | 11,400 | | | 18,900 | | | |
| TIMES-PRESS | E | | 6,694 | 89.25 | | 2,229 | 19.55 | | 8,923 | 9,430 | 9,522 |
| TAYLORVILLE (CHRISTIAN CO.) | | 5,300 | | | 10,400 | | | 15,700 | | | |
| BREEZE-COURIER | E | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME | | | | | | | | | |
| WAUKEGAN-NORTH CHICAGO (LAKE CO.) | | 34,500 | | | 73,400 | | | 107,900 | | | |
| NEWS-SUN | E (M-F) | | 16,908 | 49.01 | | 19,934 | 27.16 | | 36,842 | 38,296 | 37,995 |
| NEWS-SUN | WKND | | 17,250 | 50.00 | | 21,845 | 29.76 | | 39,095 | 40,712 | 39,879 |
| WHEATON (DUPAGE CO.) | | 17,200 | | | 58,600 | | | 75,800 | | | |
| JOURNAL (4-1-87 to 4-24-87) | E (M-F) | | 6,032 | 35.07 | | 2,288 | 3.90 | | 8,320 | 8,439 | |
| JOURNAL (4-27-87 to 9-30-87) | E | | 6,300 | 36.63 | | 2,640 | 4.51 | | 8,940 | 9,036 | |
| **INDIANA** | | | | | | | | | | | |
| ANDERSON (MADISON CO.) | | 24,600 | | | 26,800 | | | 51,400 | | | |
| HERALD-BULLETIN | M | | 18,682 | 75.94 | | 13,641 | 50.90 | | 32,323 | 33,053 | |
| HERALD-BULLETIN | SUN | | 18,405 | 74.82 | | 14,538 | 54.25 | | 32,943 | 33,691 | 23,859 |
| AUBURN (DEKALB CO.) | | 12,100 | | | | | | 12,100 | | | |
| STAR | E | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME | | | | | | | | | |
| BEDFORD (LAWRENCE CO.) | | 8,300# | | | 16,400 | | | 24,700 | | | |
| TIMES-MAIL | E | # | 6,255 | 75.36 | | 8,131 | 49.58 | | 14,386 | 14,902 | 14,566 |
| BLOOMINGTON (MONROE CO.) | | 26,900# | | | 18,800 | | | 45,700 | | | |
| HERALD-TELEPHONE | E | # | 15,176 | 56.42 | | 10,499 | 55.85 | | 25,675 | 27,597 | 26,986 |
| BLOOMINGTON (MONROE CO.)-BEDFORD (LAWRENCE CO.) | | 35,200# | | | 34,700 | | | 69,900 | | | |
| HERALD-TIMES | SUN | # | 40,150 | 114.06 | | | | | 40,150 | 42,766 | 42,403 |
| COLUMBUS (BARTHOLOMEW CO.) | | 15,000 | | | 29,400 | | | 44,400 | | | |
| REPUBLIC | E | | 9,183 | 61.22 | | 10,866 | 36.96 | | 20,049 | 20,587 | 21,789 |
| REPUBLIC | SUN | | 9,604 | 64.03 | | 11,678 | 39.72 | | 21,282 | 21,961 | 19,109 |

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| INDIANA | | CZ OR NDM OH'S | CZ OR NDM CIRC | RATIO CIRC/ OH'S | RTZ OR NDM OH'S | RTZ OR NDM CIRC | RATIO CIRC/ OH'S | TOTAL NDM OR CZ & RTZ OH'S | TOTAL NDM OR CZ & RTZ CIRC | TOTAL CIRCULATION AS OF 9/30/87 | TOTAL CIRCULATION AS OF 9/30/86 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| CRAWFORDSVILLE (MONTGOMERY CO.) | | 5,200 | | | 16,600 | | | 21,800 | | | |
| JOURNAL-REVIEW | E | | 4,613 | 88.71 | | 5,741 | 34.58 | | 10,354 | 10,738* | 11,090* |
| ELKHART (ELKHART CO.) | | 31,400 | | | 32,200 | | | 63,600 | | | |
| TRUTH | E | | 20,344 | 64.79 | | 7,391 | 22.95 | | 27,735 | 28,152 | 29,575 |
| TRUTH | SUN | | 20,727 | 66.01 | | 8,005 | 24.86 | | 28,732 | 29,267 | 30,191 |
| EVANSVILLE (VANDERBURGH CO.) | | 63,900 | | | 129,900 | | | 193,800 | | | |
| COURIER, PRESS | CMB DLY | | 55,444 | 86.77 | | 39,837 | 30.67 | | 95,281 | 101,512 | 101,572 |
| COURIER | M | | 29,920 | 46.82 | | 28,058 | 21.60 | | 57,978 | 63,904 | 63,026 |
| PRESS | E | | 25,524 | 39.94 | | 11,779 | 9.07 | | 37,303 | 37,608 | 38,546 |
| COURIER | SUN | | 50,353 | 78.80 | | 52,143 | 40.14 | | 102,496 | 114,511 | 114,929 |
| FORT WAYNE (ALLEN CO.) | | 97,600# | | | 181,500 | | | 279,100 | | | |
| JOURNAL-GAZETTE, NEWS-SENTINEL | CMB DLY | # | 78,868 | 80.81 | | 39,657 | 21.85 | | 118,525 | 119,627 | 117,937 |
| JOURNAL-GAZETTE | M | # | 36,742 | 37.65 | | 24,521 | 13.51 | | 61,263 | 62,241 | 60,334 |
| NEWS-SENTINEL | E | # | 42,126 | 43.16 | | 15,136 | 8.34 | | 57,262 | 57,386 | 57,603 |
| JOURNAL-GAZETTE | SUN | # | 71,448 | 73.20 | | 64,020 | 35.27 | | 135,468 | 137,684 | 132,192 |
| FRANKLIN (JOHNSON CO.) | | 16,400# | | | 12,300 | | | 28,700 | | | |
| JOURNAL | E | # | 8,461 | 51.59 | | 6,301 | 51.23 | | 14,762 | 15,042 | 14,944 |
| GARY (LAKE CO.) | | 89,300# | | | 58,500 | | | 147,800 | | | |
| POST-TRIBUNE | M | # | 48,299 | 54.09 | | 20,243 | 34.60 | | 68,542 | 74,038* | 74,168* |
| POST-TRIBUNE | SUN | # | 54,694 | 61.25 | | 27,120 | 46.36 | | 81,814 | 88,420* | 87,222* |
| GOSHEN (ELKHART CO.) | | 9,500 | | | 20,900 | | | 30,400 | | | |
| NEWS | E | | 5,363 | 56.45 | | 9,336 | 44.67 | | 14,699 | 15,238 | 14,216 |
| GREENFIELD (HANCOCK CO.) | | 4,300 | | | 11,700 | | | 16,000 | | | |
| REPORTER | E | | 2,845 | 66.16 | | 3,587 | 30.66 | | 6,432 | 6,695 | 6,649 |
| GREENSBURG (DECATUR CO.) | | 3,400 | | | 8,100 | | | 11,500 | | | |
| NEWS | E | | 2,527 | 74.32 | | 3,677 | 45.40 | | 6,204 | 6,428* | 6,497 |
| HAMMOND-EAST CHICAGO (LAKE CO.) | | 108,000# | | | 53,400 | | | 161,400 | | | |
| TIMES | E (M-F) | # | 52,521 | 48.63 | | 8,970 | 16.80 | | 61,491 | 64,043* | 64,682* |
| TIMES | SAT M | # | 50,093 | 46.38 | | 8,884 | 16.64 | | 58,977 | 61,509* | 62,335* |
| TIMES | SUN | # | 58,360 | 54.04 | | 9,887 | 18.51 | | 68,247 | 71,078* | 72,203* |

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*AVERAGES FOR 3 MONTHS

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

| INDIANA | | CZ OR NDM OH'S | CZ OR NDM CIRC | RATIO CIRC/ OH'S | RTZ OR NDM OH'S | RTZ OR NDM CIRC | RATIO CIRC/ OH'S | TOTAL NDM OR CZ & RTZ OH'S | TOTAL NDM OR CZ & RTZ CIRC | TOTAL CIRCULATION AS OF 9/30/87 | TOTAL CIRCULATION AS OF 9/30/86 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| INDIANAPOLIS (MARION CO.) | | 451,000# | | | | | | 451,000 | | | |
| STAR, NEWS | CMB DLY | # | 286,277 | 63.48 | | | | | 286,277 | 352,259 | 353,887 |
| STAR | M | # | 176,727 | 39.19 | | | | | 176,727 | 231,009 | 229,595 |
| NEWS | E | # | 109,550 | 24.29 | | | | | 109,550 | 121,250 | 124,292 |
| STAR | SUN | # | 307,626 | 68.21 | | | | | 307,626 | 404,332 | 400,150 |
| KENDALLVILLE (NOBLE CO.) | | 14,100# | | | | | | 14,100 | | | |
| NEWS-SUN | E | # | 6,277 | 44.52 | | | | | 6,277 | 6,858 | |
| KOKOMO (HOWARD CO.) | | 20,300 | | | 27,000 | | | 47,300 | | | |
| TRIBUNE | E | | 18,517 | 91.22 | | 8,432 | 31.23 | | 26,949 | 27,318 | 27,346 |
| TRIBUNE | SUN | | 18,873 | 92.97 | | 9,169 | 33.96 | | 28,042 | 28,410 | 28,353 |
| LA PORTE (LA PORTE CO.) | | 9,200 | | | 33,400 | | | 42,600 | | | |
| HERALD-ARGUS | E | | 7,551 | 82.08 | | 5,612 | 16.80 | | 13,163 | 13,474 | 13,703 |
| LAFAYETTE-WEST LAFAYETTE (TIPPECANOE CO.) | | 25,400 | | | 64,800 | | | 90,200 | | | |
| JOURNAL & COURIER | M | | 17,782 | 70.01 | | 17,602 | 27.16 | | 35,384 | 35,924 | 35,620 |
| JOURNAL & COURIER | SUN | | 19,945 | 78.52 | | 18,208 | 28.10 | | 38,153 | 38,669 | 37,062 |
| LOGANSPORT (CASS CO.) | | 7,600 | | | 19,600 | | | 27,200 | | | |
| PHAROS-TRIBUNE | E (M-F) | | 6,622 | 87.13 | | 8,242 | 42.05 | | 14,864 | 15,276 | 15,377 |
| PHAROS-TRIBUNE | SUN | | 6,825 | 89.80 | | 8,465 | 43.19 | | 15,290 | 15,840 | 15,911 |
| MARION (GRANT CO.) | | 22,000 | | | 22,600 | | | 44,600 | | | |
| CHRONICLE-TRIBUNE | M | | 14,463 | 65.74 | | 5,979 | 26.46 | | 20,442 | 20,948 | 20,790 |
| CHRONICLE-TRIBUNE | SUN | | 16,797 | 76.35 | | 7,877 | 34.85 | | 24,674 | 25,264 | 24,700 |
| MARTINSVILLE (MORGAN CO.) | | 4,700 | | | 9,000 | | | 13,700 | | | |
| REPORTER | E | | | | UNDER TEMPORARY SUSPENSION OF SERVICE | | | | | | |
| MICHIGAN CITY (LA PORTE CO.) | | 14,300 | | | 28,000 | | | 42,300 | | | |
| NEWS-DISPATCH | E (M-F) | | 11,039 | 77.20 | | 4,994 | 17.84 | | 16,033 | 16,342 | 16,433 |
| NEWS-DISPATCH | SAT M | | 12,424 | 86.88 | | 5,426 | 19.38 | | 17,850 | 18,159 | 17,779 |
| MUNCIE (DELAWARE CO.) | | 27,900# | | | 48,300 | | | 76,200 | | | |
| STAR, PRESS | CMB DLY | # | 24,353 | 87.29 | | 20,394 | 42.22 | | 44,747 | 46,076* | 43,968* |
| STAR | M | # | 13,799 | 49.46 | | 15,203 | 31.48 | | 29,002 | 30,154* | 29,039* |
| PRESS | E | # | 10,554 | 37.83 | | 5,191 | 10.75 | | 15,745 | 15,922* | 14,929* |
| STAR | SUN | # | 16,849 | 60.39 | | 18,183 | 37.65 | | 35,032 | 36,438* | 34,178* |
| RICHMOND (WAYNE CO.) | | 18,300 | | | 43,800 | | | 62,100 | | | |
| PALLADIUM-ITEM | E | | 11,507 | 62.88 | | 8,823 | 20.14 | | 20,330 | 20,496* | 21,256* |
| PALLADIUM-ITEM | SUN | | 13,792 | 75.37 | | 11,064 | 25.26 | | 24,856 | 25,073* | 25,252* |

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*AVERAGES FOR 3 MONTHS

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

| INDIANA | | CZ OR NDM OH'S | CZ OR NDM CIRC | RATIO CIRC/ OH'S | RTZ OR NDM OH'S | RTZ OR NDM CIRC | RATIO CIRC/ OH'S | TOTAL NDM OR CZ & RTZ OH'S | TOTAL NDM OR CZ & RTZ CIRC | TOTAL CIRCULATION AS OF 9/30/87 | TOTAL CIRCULATION AS OF 9/30/86 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| RUSHVILLE (RUSH CO.) | | 2,100@ | | | 4,400 | | | 6,500 | | | |
| REPUBLICAN | E (M-F) | @ | 1,820 | 86.67 | | 1,695 | 38.52 | | 3,515 | 3,917* | 3,855 |
| SEYMOUR (JACKSON CO.) | | 6,000 | | | 8,600 | | | 14,600 | | | |
| TRIBUNE | E | | 4,401 | 73.35 | | 4,760 | 55.35 | | 9,161 | 9,565 | 9,520 |
| SHELBYVILLE (SHELBY CO.) | | 5,500 | | | 8,900 | | | 14,400 | | | |
| NEWS | E | | 4,640 | 84.36 | | 5,494 | 61.73 | | 10,134 | 11,237* | 11,270* |
| SOUTH BEND-MISHAWAKA (ST. JOSEPH CO.) | | 84,300 | | | 142,300 | | | 226,600 | | | |
| TRIBUNE | E | | 51,210 | 60.75 | | 34,431 | 24.20 | | 85,641 | 91,566 | 94,167 |
| TRIBUNE | SUN | | 56,206 | 66.67 | | 53,579 | 37.65 | | 109,785 | 123,398 | 122,489 |
| TERRE HAUTE (VIGO CO.) | | 24,900 | | | 65,800 | | | 90,700 | | | |
| TRIBUNE-STAR | M | | 17,781 | 71.41 | | 17,854 | 27.13 | | 35,635 | 36,806 | 36,081 |
| TRIBUNE-STAR | SUN | | 19,008 | 76.34 | | 22,030 | 33.48 | | 41,038 | 42,989 | 40,245 |
| VINCENNES (KNOX CO.) | | 9,300 | | | 19,400 | | | 28,700 | | | |
| SUN-COMMERCIAL | E (M-F) | | 6,787 | 72.98 | | 7,545 | 38.89 | | 14,332 | 14,578* | 14,666* |
| SUN-COMMERCIAL | SUN | | 7,195 | 77.37 | | 8,250 | 42.53 | | 15,445 | 15,903* | 15,965* |
| WASHINGTON (DAVIESS CO.) | | 4,600 | | | 14,600 | | | 19,200 | | | |
| TIMES-HERALD | E | | 3,458 | 75.17 | | 6,319 | 43.28 | | 9,777 | 10,323 | 10,407 |
| IOWA | | | | | | | | | | | |
| BURLINGTON (DES MOINES CO.) | | 13,200 | | | 43,300 | | | 56,500 | | | |
| HAWK EYE | E (M-F) | | 10,023 | 75.93 | | 7,929 | 18.31 | | 17,952 | 18,304 | 18,615 |
| HAWK EYE | SUN | | 10,411 | 78.87 | | 9,076 | 20.96 | | 19,487 | 19,932 | 20,190 |
| CEDAR RAPIDS-MARION (LINN CO.) | | 67,000# | | | 84,300 | | | 151,300 | | | |
| GAZETTE | M | # | 44,757 | 66.80 | | 19,207 | 22.78 | | 63,964 | 70,486 | 70,045 |
| GAZETTE | SUN | # | 47,406 | 70.76 | | 25,373 | 30.10 | | 72,779 | 80,710 | 80,203 |
| CLINTON (CLINTON CO.) | | 12,200 | | | 34,200 | | | 46,400 | | | |
| HERALD | E | | 9,082 | 74.44 | | 10,400 | 30.41 | | 19,482 | 20,044 | 20,132 |
| COUNCIL BLUFFS (POTTAWATTAMIE CO.) | | 21,300 | | | 27,000 | | | 48,300 | | | |
| NONPAREIL | E (M-F) | | 13,263 | 62.27 | | 3,843 | 14.23 | | 17,106 | 17,512 | 17,807 |
| NONPAREIL | SAT M | | 13,018 | 61.12 | | 3,829 | 14.18 | | 16,847 | 17,254 | 17,595 |
| NONPAREIL | SUN | | 15,045 | 70.63 | | 4,047 | 14.99 | | 19,092 | 19,538 | 19,817 |

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| IOWA | | CZ OR NDM OH'S | CZ OR NDM CIRC | RATIO CIRC/ OH'S | RTZ OR NDM OH'S | RTZ OR NDM CIRC | RATIO CIRC/ OH'S | TOTAL NDM OR CZ & RTZ OH'S | TOTAL NDM OR CZ & RTZ CIRC | TOTAL CIRCULATION AS OF 9/30/87 | TOTAL CIRCULATION AS OF 9/30/86 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| DAVENPORT-BETTENDORF (SCOTT CO.) | | 109,000 | | | 148,500 | | | 257,500 | | | |
| QUAD CITY TIMES | ALL DAY | | 40,153 | 36.84 | | 16,961 | 11.42 | | 57,114 | 57,663 | 58,427 |
| QUAD CITY TIMES | SUN | | 50,166 | 46.02 | | 30,772 | 20.72 | | 80,938 | 82,722 | 82,271 |
| DES MOINES (POLK CO.) | | 122,900 | | | 343,400 | | | 466,300 | | | |
| REGISTER | M | | 69,753 | 56.76 | | 79,464 | 23.14 | | 149,217 | 214,306 | 221,869 |
| REGISTER | SUN | | 91,383 | 74.36 | | 148,852 | 43.35 | | 240,235 | 363,745 | 364,749 |
| DUBUQUE (DUBUQUE CO.), IA-EAST DUBUQUE (JO DAVIESS CO.), IL | | 22,300 | | | 52,100 | | | 74,400 | | | |
| TELEGRAPH-HERALD | E (M-F) | | 16,986 | 76.17 | | 16,436 | 31.55 | | 33,422 | 34,804 | 35,001 |
| TELEGRAPH-HERALD | SUN | | 17,966 | 80.57 | | 18,997 | 36.45 | | 36,963 | 38,799 | 38,800 |
| FORT DODGE (WEBSTER CO.) | | 11,100 | | | 37,000 | | | 48,100 | | | |
| MESSENGER | M | | 7,392 | 66.59 | | 11,669 | 31.54 | | 19,061 | 19,809* | 20,301* |
| MESSENGER | SUN | | 7,565 | 68.15 | | 11,987 | 32.40 | | 19,552 | 20,300* | 20,566* |
| FORT MADISON (LEE CO.) | | 5,000 | | | 6,900 | | | 11,900 | | | |
| DEMOCRAT | E (M-F) | | 3,949 | 78.98 | | 2,701 | 39.14 | | 6,650 | 6,914 | 7,148 |
| IOWA CITY (JOHNSON CO.) | | 24,700 | | | 14,900 | | | 39,600 | | | |
| PRESS-CITIZEN | E | | 11,577 | 46.87 | | 3,953 | 26.53 | | 15,530 | 15,818 | 15,591 |
| KEOKUK (LEE CO.) | | 5,500 | | | 17,400 | | | 22,900 | | | |
| GATE CITY | E (M-F) | | | | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME | | | | | | |
| MARSHALLTOWN (MARSHALL CO.) | | 10,600 | | | 24,000 | | | 34,600 | | | |
| TIMES-REPUBLICAN | E | | 7,357 | 69.41 | | 5,588 | 23.28 | | 12,945 | 13,350* | 13,659* |
| MASON CITY (CERRO GORDO CO.) | | 16,200 | | | 34,900 | | | 51,100 | | | |
| GLOBE-GAZETTE | M | | 10,106 | 62.38 | | 9,214 | 26.40 | | 19,320 | 20,321 | 19,897 |
| GLOBE | SUN | | 10,755 | 66.39 | | 8,959 | 25.67 | | 19,714 | 20,741 | 19,985 |
| MUSCATINE (MUSCATINE CO.) | | 9,100 | | | 20,300 | | | 29,400 | | | |
| JOURNAL | E | | 6,091 | 66.93 | | 4,485 | 22.09 | | 10,576 | 10,811 | 11,158 |
| OELWEIN (FAYETTE CO.) | | 2,500 | | | 18,500 | | | 21,000 | | | |
| REGISTER | E | | 2,084 | 83.36 | | 3,544 | 19.16 | | 5,628 | 6,008 | 6,250 |
| OTTUMWA (WAPELLO CO.) | | 11,100 | | | 36,400 | | | 47,500 | | | |
| COURIER | M | | 7,656 | 68.97 | | 7,703 | 21.16 | | 15,359 | 15,828 | 15,409 |

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| IOWA | | CZ OR NDM OH'S | CZ OR NDM CIRC | RATIO CIRC/ OH'S | RTZ OR NDM OH'S | RTZ OR NDM CIRC | RATIO CIRC/ OH'S | TOTAL NDM OR CZ & RTZ OH'S | TOTAL NDM OR CZ & RTZ CIRC | TOTAL CIRCULATION AS OF 9/30/87 | TOTAL CIRCULATION AS OF 9/30/86 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| SIOUX CITY (WOODBURY CO.) - | | 37,400 | | | 62,500 | | | 99,900 | | | |
| JOURNAL | M (M-F) | | 24,920 | 66.63 | | 22,143 | 35.43 | | 47,063 | 52,212 | 51,845 |
| JOURNAL | SAT E | | 24,406 | 65.26 | | 22,093 | 35.35 | | 46,499 | 51,692 | 51,396 |
| JOURNAL | SUN | | 26,186 | 70.02 | | 20,165 | 32.26 | | 46,351 | 48,771 | 47,158 |
| WATERLOO-CEDAR FALLS-EVANSDALE (BLACK HAWK CO.) | | 41,900 | | | 83,800 | | | 125,700 | | | |
| COURIER | E (M-F) | | 26,477 | 63.19 | | 20,183 | 24.08 | | 46,660 | 47,494 | 48,111 |
| COURIER | SUN | | 28,358 | 67.68 | | 23,058 | 27.52 | | 51,416 | 52,292 | 52,631 |
| WEBSTER CITY (HAMILTON CO.) | | 3,400 | | | 8,400 | | | 11,800 | | | |
| FREEMAN-JOURNAL | E (M-F) | | 2,432 | 71.53 | | 1,322 | 15.74 | | 3,754 | 4,039 | 4,027 |
| KANSAS | | | | | | | | | | | |
| COFFEYVILLE (MONTGOMERY CO.) | | 6,500 | | | 12,000 | | | 18,500 | | | |
| JOURNAL | E (M-F) | | 4,289 | 65.98 | | 2,199 | 18.33 | | 6,488 | 6,736 | 6,983 |
| JOURNAL | SUN | | 5,049 | 77.68 | | 2,483 | 20.69 | | 7,532 | 7,846 | 8,105 |
| EMPORIA (LYON CO.) | | 10,200# | | | 13,700 | | | 23,900 | | | |
| GAZETTE | E | # | 6,248 | 61.25 | | 4,160 | 30.36 | | 10,408 | 10,743* | 11,342* |
| FORT SCOTT (BOURBON CO.) | | 3,900 | | | 6,000 | | | 9,900 | | | |
| TRIBUNE | E | | 2,502 | 64.15 | | 2,096 | 34.93 | | 4,598 | 5,180 | 5,557 |
| GARDEN CITY (FINNEY CO.) | | 7,800 | | | 15,600 | | | 23,400 | | | |
| TELEGRAM | E | | 6,074 | 77.87 | | 4,713 | 30.21 | | 10,787 | 11,329 | 11,084 |
| GREAT BEND (BARTON CO.) | | 7,000 | | | 15,100 | | | 22,100 | | | |
| TRIBUNE | E (M-F) | | 5,169 | 73.84 | | 4,942 | 32.73 | | 10,111 | 10,594* | 11,862* |
| TRIBUNE | SUN | | 5,360 | 76.57 | | 5,067 | 33.56 | | 10,427 | 10,911* | 12,099* |
| HAYS (ELLIS CO.) | | 7,300# | | | 19,300 | | | 26,600 | | | |
| NEWS | E (M-F) | # | 5,696 | 78.03 | | 7,105 | 36.81 | | 12,801 | 13,801* | 13,914* |
| NEWS | SUN | # | 6,044 | 82.79 | | 7,430 | 38.50 | | 13,474 | 14,482* | 14,626* |
| HUTCHINSON (RENO CO.) | | 19,800 | | | 65,900 | | | 85,700 | | | |
| NEWS | ALL DAY | | 13,942 | 70.41 | | 19,430 | 29.48 | | 33,372 | 41,035 | 42,755 |
| NEWS | SUN | | 15,327 | 77.41 | | 20,868 | 31.67 | | 36,195 | 44,426 | 46,226 |
| INDEPENDENCE (MONTGOMERY CO.) | | 4,600 | | | 11,800 | | | 16,400 | | | |
| REPORTER | E (M-F) | | 3,579 | 77.80 | | 3,086 | 26.15 | | 6,665 | 7,084* | 7,218* |
| REPORTER | SUN | | 3,897 | 84.72 | | 3,531 | 29.92 | | 7,428 | 7,846* | 8,038* |

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PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

| KANSAS | | CZ OR NDM OH'S | CZ OR NDM CIRC | RATIO CIRC/ OH'S | RTZ OR NDM OH'S | RTZ OR NDM CIRC | RATIO CIRC/ OH'S | TOTAL NDM OR CZ & RTZ OH'S | TOTAL NDM OR CZ & RTZ CIRC | TOTAL CIRCULATION AS OF 9/30/87 | TOTAL CIRCULATION AS OF 9/30/86 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| JUNCTION CITY (GEARY CO.) | | 8,700 | | | 8,800 | | | 17,500 | | | |
| UNION | E (M-F) | | 5,524 | 63.49 | | 2,605 | 29.60 | | 8,129 | 8,317 | 8,059 |
| UNION | SUN | | 6,064 | 69.70 | | 2,831 | 32.17 | | 8,895 | 9,079 | 8,784 |
| LAWRENCE (DOUGLAS CO.) | | 20,100 | | | 16,100 | | | 36,200 | | | |
| JOURNAL-WORLD | E | | 13,966 | 69.48 | | 3,990 | 24.78 | | 17,956 | 18,675 | 18,746 |
| JOURNAL-WORLD | SUN | | 14,244 | 70.87 | | 4,122 | 25.60 | | 18,366 | 19,094 | 19,145 |
| LEAVENWORTH (LEAVENWORTH CO.) | | 11,300 | | | 14,000 | | | 25,300 | | | |
| TIMES | E (M-F) | | 6,865 | 60.75 | | 1,872 | 13.37 | | 8,737 | 8,884 | 8,973 |
| TIMES | SUN | | 7,309 | 64.68 | | 2,114 | 15.10 | | 9,423 | 9,571 | 9,650 |
| MANHATTAN (RILEY CO.) | | 15,700 | | | 11,200 | | | 26,900 | | | |
| MERCURY | E (M-F) | | 8,959 | 57.06 | | 2,843 | 25.38 | | 11,802 | 12,865 | 12,517 |
| MERCURY | SUN | | 9,634 | 61.36 | | 3,062 | 27.34 | | 12,696 | 13,883 | 13,468 |
| OLATHE (JOHNSON CO.) | | 18,400# | | | 6,400 | | | 24,800 | | | |
| NEWS | M (TU-S) | # | 7,441 | 40.44 | | 1,674 | 26.16 | | 9,115 | 10,086 | 9,254 |
| NEWS | SUN | # | 8,599 | 46.73 | | 1,916 | 29.94 | | 10,515 | 11,572 | 10,413 |
| PARSONS (LABETTE CO.) | | 5,100 | | | 11,300 | | | 16,400 | | | |
| SUN | E (M-F) | | 3,896 | 76.39 | | 3,233 | 28.61 | | 7,129 | 7,548 | 7,782* |
| SUN | SAT M | | 3,936 | 77.18 | | 3,311 | 29.30 | | 7,247 | 7,665 | 7,889* |
| SALINA (SALINE CO.) | | 17,300 | | | 44,000 | | | 61,300 | | | |
| JOURNAL | M | | 11,532 | 66.66 | | 14,011 | 31.84 | | 25,543 | 29,211 | 29,244 |
| JOURNAL | SUN | | 12,635 | 73.03 | | 15,765 | 35.83 | | 28,400 | 32,342 | 32,606 |
| TOPEKA (SHAWNEE CO.) | | 63,100 | | | 148,100 | | | 211,200 | | | |
| CAPITAL-JOURNAL | M | | 41,834 | 66.30 | | 22,912 | 15.47 | | 64,746 | 66,786 | 66,370 |
| CAPITAL-JOURNAL | SUN | | 46,614 | 73.87 | | 27,187 | 18.36 | | 73,801 | 75,659 | 76,043 |
| WICHITA (SEDGWICK CO.) | | 232,500# | | | | | | 232,500 | | | |
| EAGLE-BEACON | M | # | 105,890 | 45.54 | | | | | 105,890 | 124,625 | 122,622 |
| EAGLE-BEACON | SUN | # | 152,824 | 65.73 | | | | | 152,824 | 190,313 | 193,899 |
| WINFIELD (COWLEY CO.) | | 4,200 | | | 8,800 | | | 13,000 | | | |
| COURIER | E | | 3,803 | 90.55 | | 1,891 | 21.49 | | 5,694 | 5,991 | 5,921* |

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*AVERAGES FOR 3 MONTHS

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

| KENTUCKY | | CZ OR NDM OH'S | CZ OR NDM CIRC | RATIO CIRC/ OH'S | RTZ OR NDM OH'S | RTZ OR NDM CIRC | RATIO CIRC/ OH'S | TOTAL NDM OR CZ & RTZ OH'S | TOTAL NDM OR CZ & RTZ CIRC | TOTAL CIRCULATION AS OF 9/30/87 | TOTAL CIRCULATION AS OF 9/30/86 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| ASHLAND (BOYD CO.) | | 20,700 | | | 52,700 | | | 73,400 | | | |
| INDEPENDENT | E | | 13,608 | 65.74 | | 10,358 | 19.65 | | 23,966 | 24,675 | 23,446 |
| INDEPENDENT | SUN | | 14,853 | 71.75 | | 11,173 | 21.20 | | 26,026 | 26,829 | 25,658 |
| BOWLING GREEN (WARREN CO.) | | 16,000 | | | 61,200 | | | 77,200 | | | |
| NEWS | E (M-F) | | 8,824 | 55.15 | | 11,928 | 19.49 | | 20,752 | 21,084 | 20,939 |
| NEWS | SUN | | 9,656 | 60.35 | | 14,867 | 24.29 | | 24,523 | 24,870 | 24,655 |
| DANVILLE (BOYLE CO.) | | 5,100 | | | 25,100 | | | 30,200 | | | |
| ADVOCATE-MESSENGER | E (M-F) | | 3,832 | 75.14 | | 8,225 | 32.77 | | 12,057 | 12,313 | 11,849 |
| ADVOCATE | SUN | | 3,978 | 78.00 | | 8,609 | 34.30 | | 12,587 | 12,862 | 12,530 |
| ELIZABETHTOWN (HARDIN CO.) | | 30,500# | | | | | | 30,500 | | | |
| NEWS-ENTERPRISE | E (M-F) | # | 13,847 | 45.40 | | | | | 13,847 | 14,725 | 14,977 |
| NEWS-ENTERPRISE | SUN | # | 14,799 | 48.52 | | | | | 14,799 | 15,781 | 15,486 |
| HARLAN (HARLAN CO.) | | 1,700 | | | 12,700 | | | 14,400 | | | |
| ENTERPRISE | E | | 850 | 50.00 | | 6,002 | 47.26 | | 6,852 | 7,247* | 7,207* |
| HENDERSON (HENDERSON CO.) | | 10,300 | | | 11,800 | | | 22,100 | | | |
| GLEANER | M (TU-S) | | 6,617 | 64.24 | | 3,467 | 29.38 | | 10,084 | 10,353* | 10,530* |
| GLEANER | SUN | | 8,533 | 82.84 | | 4,484 | 38.00 | | 13,017 | 13,300* | 13,331* |
| HOPKINSVILLE (CHRISTIAN CO.) | | 11,200 | | | 21,700 | | | 32,900 | | | |
| NEW ERA | E | | 9,418 | 84.09 | | 6,031 | 27.79 | | 15,449 | 15,703 | 15,900 |
| LEXINGTON (FAYETTE CO.) | | 82,900 | | | 128,500 | | | 211,400 | | | |
| HERALD-LEADER | M | | 52,960 | 63.88 | | 35,020 | 27.25 | | 87,980 | 116,875 | 111,162* |
| HERALD-LEADER | SUN | | 60,425 | 72.89 | | 46,281 | 36.02 | | 106,706 | 144,410 | 136,969* |
| LOUISVILLE (JEFFERSON CO.) | | 294,800 | | | 208,100 | | | 502,900 | | | |
| COURIER-JOURNAL | ALL DAY | | 146,380 | 49.65 | | 53,503 | 25.71 | | 199,883 | 233,087 | |
| COURIER-JOURNAL | SUN | | 194,939 | 66.13 | | 85,591 | 41.13 | | 280,530 | 325,141 | 321,746 |
| MADISONVILLE (HOPKINS CO.) | | 6,800 | | | 12,700 | | | 19,500 | | | |
| MESSENGER | E | | 4,722 | 69.44 | | 6,254 | 49.24 | | 10,976 | 11,224 | 11,409 |
| MIDDLESBORO (BELL CO.) | | 4,600 | | | 26,700 | | | 31,300 | | | |
| NEWS | E | | 3,544 | 77.04 | | 5,090 | 19.06 | | 8,634 | 8,928 | 8,641 |
| OWENSBORO (DAVIESS CO.) | | 22,000 | | | 69,600 | | | 91,600 | | | |
| MESSENGER-ENQUIRER | M | | 15,881 | 72.19 | | 16,059 | 23.07 | | 31,940 | 32,719 | 32,262 |
| MESSENGER-ENQUIRER | SUN | | 16,261 | 73.91 | | 16,953 | 24.36 | | 33,214 | 33,922 | 33,768 |

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*AVERAGES FOR 3 MONTHS

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

| KENTUCKY | | CZ OR NDM OH'S | CZ OR NDM CIRC | RATIO CIRC/ OH'S | RTZ OR NDM OH'S | RTZ OR NDM CIRC | RATIO CIRC/ OH'S | TOTAL NDM OR CZ & RTZ OH'S | TOTAL NDM OR CZ & RTZ CIRC | TOTAL CIRCULATION AS OF 9/30/87 | TOTAL CIRCULATION AS OF 9/30/86 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| PADUCAH (McCRACKEN CO.) | | 19,700 | | | 74,200 | | | 93,900 | | | |
| SUN | E (M-F) | | 13,204 | 67.03 | | 17,973 | 24.22 | | 31,177 | 32,154 | 29,922 |
| SUN | SUN | | 13,648 | 69.28 | | 20,404 | 27.50 | | 34,052 | 35,130 | 33,772 |
| SOMERSET (PULASKI CO.) | | 4,500 | | | 13,800 | | | 18,300 | | | |
| COMMONWEALTH-JOURNAL | E (M-F) | | 2,737 | 60.82 | | 3,787 | 27.44 | | 6,524 | 7,210 | 8,230 |
| COMMONWEALTH-JOURNAL | SUN | | 2,593 | 57.62 | | 3,801 | 27.54 | | 6,394 | 7,084 | 7,799 |
| LOUISIANA | | | | | | | | | | | |
| ABBEVILLE (VERMILION PARISH) | | 5,100 | | | 13,400 | | | 18,500 | | | |
| MERIDIONAL | M (TU-F) | | 2,035 | 39.90 | | 2,015 | 15.04 | | 4,050 | 4,162 | 3,794 |
| MERIDIONAL | SUN | | 2,429 | 47.63 | | 2,238 | 16.70 | | 4,667 | 4,779 | 4,245+ |
| ALEXANDRIA-PINEVILLE (RAPIDES PARISH) | | 27,700 | | | 81,700 | | | 109,400 | | | |
| TOWN TALK | M | | 17,971 | 64.88 | | 18,551 | 22.71 | | 36,522 | 38,389 | 39,773 |
| TOWN TALK | SUN | | 18,232 | 65.82 | | 19,624 | 24.02 | | 37,856 | 39,815 | 41,270 |
| BASTROP (MOREHOUSE PARISH) | | 6,500 | | | 13,300 | | | 19,800 | | | |
| ENTERPRISE | M (TU-S) | | 3,242 | 49.88 | | 1,791 | 13.47 | | 5,033 | 5,333 | 5,273 |
| BATON ROUGE (EAST BATON ROUGE PARISH) | | 142,200# | | | 116,100 | | | 258,300 | | | |
| ADVOCATE, STATE-TIMES | CMB DLY | # | 70,905 | 49.86 | | 27,380 | 23.58 | | 98,285 | 111,158 | 115,986 |
| ADVOCATE | M | # | 44,062 | 30.99 | | 22,860 | 19.69 | | 66,922 | 79,533 | 81,598 |
| STATE-TIMES | E | # | 26,843 | 18.88 | | 4,520 | 3.89 | | 31,363 | 31,625 | 34,388 |
| ADVOCATE | SUN | # | 81,079 | 57.02 | | 36,799 | 31.70 | | 117,878 | 135,162 | 136,979 |
| CROWLEY (ACADIA PARISH) | | 5,800 | | | 39,500 | | | 45,300 | | | |
| POST-SIGNAL | E (TU-F) | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME | | | | | | | | | |
| POST-SIGNAL | SUN | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME | | | | | | | | | |
| EUNICE (ACADIA PARISH) | | 4,900 | | | 10,200 | | | 15,100 | | | |
| NEWS | M (T-F) | | 1,693 | 34.55 | | 862 | 8.45 | | 2,555 | 2,703 | 3,158 |
| NEWS | SUN | | 1,992 | 40.65 | | 898 | 8.80 | | 2,890 | 3,039 | 3,463 |
| HAMMOND (TANGIPAHOA PARISH) | | 32,600# | | | | | | 32,600 | | | |
| STAR | E (M-F) | # | 11,162 | 34.24 | | | | | 11,162 | 13,165 | 13,666 |
| STAR | SUN | # | 11,537 | 35.39 | | | | | 11,537 | 13,652 | 14,089 |

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+ADJUSTED TO AUDIT
*AVERAGES FOR 3 MONTHS

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

| LOUISIANA | | CZ OR NDM OH'S | CZ OR NDM CIRC | RATIO CIRC/ OH'S | RTZ OR NDM OH'S | RTZ OR NDM CIRC | RATIO CIRC/ OH'S | TOTAL NDM OR CZ & RTZ OH'S | TOTAL NDM OR CZ & RTZ CIRC | TOTAL CIRCULATION AS OF 9/30/87 | TOTAL CIRCULATION AS OF 9/30/86 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| HOUMA (TERREBONNE PARISH) | | 33,100# | | | | | | 33,100 | | | |
| COURIER & PRESS | E (M-F) | # | 18,976 | 57.33 | | | | | 18,976 | 20,939 | 21,445 |
| COURIER & PRESS | SUN | # | 20,626 | 62.31 | | | | | 20,626 | 23,478 | 24,230 |
| JENNINGS (JEFFERSON DAVIS PARISH) | | 4,300 | | | 17,700 | | | 22,000 | | | |
| NEWS | E (TU-F) | | 2,326 | 54.09 | | 3,142 | 17.75 | | 5,468 | 5,609 | 5,842 |
| NEWS | SUN | | 2,326 | 54.09 | | 3,142 | 17.75 | | 5,468 | 5,609 | |
| LAFAYETTE (LAFAYETTE PARISH) | | 44,400 | | | 54,800 | | | 99,200 | | | |
| ADVERTISER | M | | | | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME | | | | | | |
| ADVERTISER | SUN | | | | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME | | | | | | |
| LAKE CHARLES (CALCASIEU PARISH) | | 42,800 | | | 64,500 | | | 107,300 | | | |
| AMERICAN PRESS | M | | 26,579 | 62.10 | | 11,524 | 17.87 | | 38,103 | 38,840 | 39,582 |
| AMERICAN PRESS | SUN | | 29,585 | 69.12 | | 13,339 | 20.68 | | 42,924 | 43,776 | 44,397 |
| MONROE (OUACHITA PARISH) | | 28,700 | | | 100,100 | | | 128,80 | | | |
| NEWS-STAR-WORLD | M | | 21,988 | 76.61 | | 12,723 | 12.71 | | 34,711 | 36,244 | 36,518 |
| NEWS-STAR-WORLD | SUN | | 27,252 | 94.95 | | 17,573 | 17.56 | | 44,825 | 46,628 | 46,726 |
| NEW IBERIA (IBERIA PARISH) | | 12,200 | | | 20,800 | | | 33,000 | | | |
| IBERIAN | E | | 6,640 | 54.43 | | 7,908 | 38.02 | | 14,548 | 14,818 | 16,268 |
| IBERIAN | SUN | | 7,198 | 59.00 | | 8,280 | 39.81 | | 15,478 | 15,749 | 17,190 |
| NEW ORLEANS (ORLEANS PARISH) | | 502,000# | | | | | | 502,000 | | | |
| | ALL DAY | | | | | | | | | | |
| TIMES-PICAYUNE | (M-F) | # | 247,261 | 49.26 | | | | | 247,261 | 277,739 | 277,113 |
| TIMES-PICAYUNE | SAT M | # | 231,267 | 46.07 | | | | | 231,267 | 261,008 | 261,553 |
| TIMES-PICAYUNE | SUN | # | 295,566 | 58.88 | | | | | 295,566 | 340,171 | 349,289 |
| OPELOUSAS (ST. LANDRY PARISH) | | 40,800# | | | | | | 40,800 | | | |
| WORLD | E (M-F) | # | 14,168 | 34.73 | | | | | 14,168 | 14,906 | 15,487 |
| WORLD | SUN | # | 15,375 | 37.68 | | | | | 15,375 | 16,150 | 16,740 |
| SHREVEPORT (CADDO PARISH) | | 124,600 | | | [illegible] | | | 344,700 | | | |
| TIMES, JOURNAL | CMB DLY | | 71,939 | 57.74 | [illegible] | 25,640 | 11.65 | | 97,579 | 99,686 | 101,124 |
| TIMES | M | | 53,669 | 43.07 | | 22,273 | 10.12 | | 75,942 | 77,922 | 77,508 |
| JOURNAL | E | | 18,270 | 14.66 | | 3,367 | 1.53 | | 21,637 | 21,764 | 23,616 |
| TIMES | SUN | | 74,416 | 59.72 | | 32,672 | 14.84 | | 107,088 | 110,124 | 110,549 |
| THIBODAUX (LAFOURCHE PARISH) | | 17,200# | | | | | | 17,200 | | | |
| COMET | E (M-F) | # | 10,160 | 59.07 | | | | | 10,160 | 11,893 | 12,498 |

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*AVERAGES FOR 3 MONTHS

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

| MAINE | | CZ OR NDM OH'S | CZ OR NDM CIRC | RATIO CIRC/ OH'S | RTZ OR NDM OH'S | RTZ OR NDM CIRC | RATIO CIRC/ OH'S | TOTAL NDM OR CZ & RTZ OH'S | TOTAL NDM OR CZ & RTZ CIRC | TOTAL CIRCULATION AS OF 9/30/87 | TOTAL CIRCULATION AS OF 9/30/86 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| AUGUSTA (KENNEBEC CO.) | | 9,500 | | | 87,100 | | | 96,600 | | | |
| KENNEBEC JOURNAL | M | | 7,583 | 79.82 | | 11,306 | 12.98 | | 18,889 | 19,418 | 18,832 |
| BANGOR (PENOBSCOT CO.) | | 24,700 | | | 132,300 | | | 157,000 | | | |
| NEWS | M (M-F) | | 20,634 | 83.54 | | 57,984 | 43.83 | | 78,618 | 80,791 | 79,458 |
| NEWS | WKND | | 22,857 | 92.54 | | 70,211 | 53.07 | | 93,068 | 97,131 | 94,790 |
| BIDDEFORD (YORK CO.) | | 13,100 | | | 7,000 | | | 20,100 | | | |
| JOURNAL TRIBUNE | E | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME | | | | | | | | | |
| BRUNSWICK (CUMBERLAND CO.) | | 13,700 | | | 9,000 | | | 22,700 | | | |
| TIMES-RECORD | E (M-F) | | 9,117 | 66.55 | | 4,143 | 46.03 | | 13,260 | 14,273 | 14,144 |
| LEWISTON-AUBURN (ANDROSCOGGIN CO.) | | 23,800 | | | 78,200 | | | 102,000 | | | |
| SUN, JOURNAL | CMB DLY | | 21,804 | 91.61 | | 24,811 | 31.73 | | 46,615 | 47,420 | 47,899 |
| SUN | M | | 12,914 | 54.26 | | 22,264 | 28.47 | | 35,178 | 35,894 | 35,502 |
| JOURNAL | E | | 8,890 | 37.35 | | 2,547 | 3.26 | | 11,437 | 11,526 | 12,397 |
| SUN-JOURNAL | SUN | | 18,042 | 75.81 | | 22,360 | 28.59 | | 40,402 | 42,258 | 41,103 |
| PORTLAND (CUMBERLAND CO.) | | 47,500 | | | 111,800 | | | 159,300 | | | |
| PRESS HERALD, EXPRESS | CMB DLY | | 40,090 | 84.40 | | 38,528 | 34.46 | | 78,618 | 87,411 | 89,238 |
| PRESS HERALD | M | | 22,284 | 46.91 | | 30,435 | 27.22 | | 52,719 | 61,299 | 62,183 |
| EXPRESS | E | | 17,806 | 37.49 | | 8,093 | 7.24 | | 25,899 | 26,112 | 27,055 |
| TELEGRAM | SUN | | 33,341 | 70.19 | | 53,638 | 47.98 | | 86,979 | 138,135 | 137,273 |
| WATERVILLE (KENNEBEC CO.) | | 10,200 | | | 32,900 | | | 43,100 | | | |
| CENTRAL SENTINEL | M | | 9,034 | 88.57 | | 15,582 | 47.36 | | 24,616 | 26,668 | 26,696 |
| MARYLAND | | | | | | | | | | | |
| ANNAPOLIS (ANNE ARUNDEL CO.) | | 23,800 | | | 16,200 | | | 40,000 | | | |
| CAPITAL | E | | 18,377 | 77.21 | | 10,893 | 67.24 | | 29,270 | 41,310 | 39,848 |
| CAPITAL (9-20-87 to 9-30-87) | SUN | | 18,081 | 75.97 | | 11,522 | 71.12 | | 29,603 | 43,232 | |
| BALTIMORE (INDEPENDENT CITY) | | 826,000# | | | | | | 826,000 | | | |
| SUN | CMB DLY | # | 381,322 | 46.16 | | | | | 381,322 | 407,439 | 397,584 |
| SUN | M (M-F) | # | 209,859 | 25.41 | | | | | 209,859 | 227,818 | 221,941 |
| SUN | E (M-F) | # | 171,463 | 20.76 | | | | | 171,463 | 179,621 | 175,643 |
| SUN | SAT M | # | 352,049 | 42.62 | | | | | 352,049 | 375,439 | 363,710 |
| SUN | SUN | # | 437,734 | 52.99 | | | | | 437,734 | 481,479 | 465,339 |

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| MARYLAND | | CZ OR NDM OH'S | CZ OR NDM CIRC | RATIO CIRC/ OH'S | RTZ OR NDM OH'S | RTZ OR NDM CIRC | RATIO CIRC/ OH'S | TOTAL NDM OR CZ & RTZ OH'S | TOTAL NDM OR CZ & RTZ CIRC | TOTAL CIRCULATION AS OF 9/30/87 | TOTAL CIRCULATION AS OF 9/30/86 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| CAMBRIDGE (DORCHESTER CO.) | | 4,300 | | | ,100 | | | 11,400 | | | |
| BANNER | E (M-F) | | | | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME | | | | | | |
| CUMBERLAND (ALLEGANY CO.) | | 17,000 | | | 44,800 | | | 61,800 | | | |
| NEWS, TIMES | CMB DLY | | 15,119 | 88.94 | | 14,063 | 31.39 | | 29,182 | 30,114 | 29,952 |
| NEWS | M (M-F) | | 6,990 | 41.12 | | 7,896 | 17.63 | | 14,886 | 15,699 | 14,842 |
| TIMES | E (M-F) | | 8,129 | 47.82 | | 6,167 | 13.77 | | 14,296 | 14,415 | 15,110 |
| NEWS | SAT M | | 14,842 | 87.31 | | 14,249 | 31.81 | | 29,091 | 30,029 | 29,202 |
| TIMES | SUN | | 15,191 | 89.36 | | 19,473 | 43.47 | | 34,664 | 35,834 | 35,718 |
| EASTON (TALBOT CO.) | | 3,800 | | | 16,300 | | | 20,100 | | | |
| STAR-DEMOCRAT | M (M-F) | | 3,594 | 94.58 | | 6,570 | 40.31 | | 10,164 | 12,420 | 12,089 |
| FREDERICK (FREDERICK CO.) | | 14,000 | | | 105,500 | | | 119,500 | | | |
| POST, NEWS | CMB DLY | | 10,552 | 75.37 | | 26,300 | 24.93 | | 36,852 | 38,705 | 38,349 |
| POST | M | | 4,361 | 31.15 | | 17,201 | 16.30 | | 21,562 | 23,284 | 22,860 |
| NEWS | E | | 6,191 | 44.22 | | 9,099 | 8.62 | | 15,290 | 15,421 | 15,489 |
| HAGERSTOWN (WASHINGTON CO.) | | 27,400 | | | 53,500 | | | 80,900 | | | |
| HERALD, MAIL | CMB DLY | | 22,893 | 83.55 | | 15,706 | 29.36 | | 38,599 | 42,300 | 41,595 |
| HERALD | M (M-F) | | 7,400 | 27.01 | | 9,605 | 17.95 | | 17,005 | 20,519 | 19,580 |
| MAIL | E (M-F) | | 15,493 | 56.54 | | 6,101 | 11.40 | | 21,594 | 21,781 | 22,015 |
| HERALD-MAIL | SAT M | | 20,332 | 74.20 | | 14,907 | 27.86 | | 35,239 | 38,685 | 37,564 |
| HERALD-MAIL | SUN | | 19,967 | 72.87 | | 16,584 | 31.00 | | 36,551 | 40,895 | 40,402 |
| LANHAM (PRINCE GEORGES CO.) | | 240,200# | | | | | | 240,200 | | | |
| PRINCE GEORGES JOURNAL | M (M-F) | # | 36,836 | 15.34 | | | | | 36,836 | 37,937 | 36,759 |
| ROCKVILLE (MONTGOMERY CO.) | | 245,700# | | | | | | 245,700 | | | |
| MONTGOMERY JOURNAL | M (M-F) | # | 38,902 | 15.83 | | | | | 38,902 | 39,906 | 40,068 |
| SALISBURY (WICOMICO CO.) | | 13,100 | | | 67,100 | | | 80,200 | | | |
| TIMES | E | | 9,601 | 73.29 | | 15,349 | 22.87 | | 24,950 | 25,213 | 25,508 |
| TIMES | SUN | | 10,584 | 80.79 | | 17,474 | 26.04 | | 28,058 | 28,398 | 28,591 |
| WESTMINSTER (CARROLL CO.) | | 38,400# | | | | | | 38,400 | | | |
| CARROLL COUNTY TIMES | M | # | 18,860 | 49.11 | | | | | 18,860 | 20,124 | 19,058 |
| CARROLL COUNTY TIMES | SUN | # | 18,245 | 47.51 | | | | | 18,245 | 19,422 | |
| MASSACHUSETTS | | | | | | | | | | | |
| ATTLEBORO (BRISTOL CO.) | | 12,600 | | | 25,100 | | | 37,700 | | | |
| SUN CHRONICLE | E | | 8,091 | 64.21 | | 13,275 | 52.89 | | 21,366 | ,229* | 23,944* |

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| MASSACHUSETTS | | CZ OR NDM OH'S | CZ OR NDM CIRC | RATIO CIRC/ OH'S | RTZ OR NDM OH'S | RTZ OR NDM CIRC | RATIO CIRC/ OH'S | TOTAL NDM OR CZ & RTZ OH'S | TOTAL NDM OR CZ & RTZ CIRC | TOTAL CIRCULATION AS OF 9/30/87 | TOTAL CIRCULATION AS OF 9/30/86 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| BEVERLY (ESSEX CO.) | | 14,100 | | | 10,000 | | | 24,100 | | | |
| TIMES | E | | 6,299 | 44.67 | | 2,304 | 23.04 | | 8,603 | 9,510 | 9,424 |
| BOSTON (SUFFOLK CO.) | | 756,200 | | | 676,400 | | | 1,432,600 | | | |
| CHRISTIAN SCIENCE MONITOR | M (M-F) | | | | | | | | | 169,925 | 150,807 |
| GLOBE | M (M-F) | | 258,236 | 34.15 | | 151,380 | 22.38 | | 409,616 | 502,521 | 516,284 |
| GLOBE | SAT M | | 224,298 | 29.66 | | 145,249 | 21.47 | | 369,547 | 465,178 | 477,575 |
| GLOBE | SUN | | 364,674 | 48.22 | | 230,233 | 34.04 | | 594,907 | 781,407 | 805,099 |
| HERALD | M (M-F) | | 197,399 | 26.10 | | 78,858 | 11.66 | | 276,257 | 355,355 | 359,527 |
| HERALD | SAT M | | 142,227 | 18.81 | | 63,508 | 9.39 | | 205,735 | 282,087 | 284,365 |
| HERALD | SUN | | 129,637 | 17.14 | | 57,687 | 8.53 | | 187,324 | 265,401 | 269,005 |
| BROCKTON (PLYMOUTH CO.) | | 71,100 | | | 80,400 | | | 151,500 | | | |
| ENTERPRISE | E (M-F) | | 37,605 | 52.89 | | 16,763 | 20.85 | | 54,368 | 57,422 | 58,464 |
| ENTERPRISE | SAT M | | 36,798 | 51.76 | | 16,542 | 20.57 | | 53,340 | 56,540 | 57,425 |
| ENTERPRISE | SUN | | 39,710 | 55.85 | | 19,113 | 23.77 | | 58,823 | 63,550 | 62,903 |
| DEDHAM (NORFOLK CO.) | | 23,500# | | | | | | 23,500 | | | |
| TRANSCRIPT | E (M-F) | # | 9,316 | 39.64 | | | | | 9,316 | 10,902 | 11,380 |
| FALL RIVER (BRISTOL CO.) | | 58,000 | | | 7,100 | | | 65,100 | | | |
| HERALD NEWS | E | | 34,629 | 59.71 | | 2,460 | 34.65 | | 37,089 | 37,586 | 37,971 |
| HERALD NEWS | SUN | | 34,308 | 59.15 | | 2,481 | 34.94 | | 36,789 | 37,172 | 36,640 |
| FITCHBURG (WORCESTER CO.) | | 28,600 | | | 40,000 | | | 68,600 | | | |
| SENTINEL & ENTERPRISE | | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME | | | | | | | | | |
| FRAMINGHAM (MIDDLESEX CO.) | | 71,400# | | | | | | 71,400 | | | |
| MIDDLESEX NEWS | E | # | 30,626 | 42.89 | | | | | 30,626 | 42,844 | 46,663 |
| MIDDLESEX NEWS | SUN | # | 34,247 | 47.96 | | | | | 34,247 | 49,376 | 51,907 |
| GARDNER (WORCESTER CO.) | | 7,600 | | | 9,300 | | | 16,900 | | | |
| NEWS | E | | 5,516 | 72.58 | | 3,329 | 35.80 | | 8,845 | 9,160* | 9,062* |
| GLOUCESTER (ESSEX CO.) | | 14,300 | | | 3,100 | | | 17,400 | | | |
| TIMES | E | | 10,879 | 76.08 | | 956 | 30.84 | | 11,835 | 12,284 | 12,182 |
| GREENFIELD (FRANKLIN CO.) | | 12,400 | | | 14,400 | | | 26,800 | | | |
| RECORDER | E | | 9,578 | 77.24 | | 5,289 | 36.73 | | 14,867 | 15,429* | 15,228* |
| HAVERHILL (ESSEX CO.) | | 18,600# | | | 64,800 | | | 83,400 | | | |
| GAZETTE | E | # | 10,411 | 55.97 | | 6,226 | 9.61 | | 16,637 | 16,868 | 17,204 |
| HOLYOKE (HAMPDEN CO.) | | 58,300# | | | | | | 58,300 | | | |
| TRANSCRIPT-TELEGRAM | E | # | 23,363 | 40.07 | | | | | 23,363 | 23,815 | 23,888 |

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*AVERAGES FOR 3 MONTHS

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

| MASSACHUSETTS | | CZ OR NDM OH'S | CZ OR NDM CIRC | RATIO CIRC/ OH'S | RTZ OR NDM OH'S | RTZ OR NDM CIRC | RATIO CIRC/ OH'S | TOTAL NDM OR CZ & RTZ OH'S | TOTAL NDM OR CZ & RTZ CIRC | TOTAL CIRCULATION AS OF 9/30/87 | TOTAL CIRCULATION AS OF 9/30/86 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| HYANNIS (BARNSTABLE CO.) | | 72,700# | | | | | | 72,700 | | | |
| CAPE COD TIMES | M | # | 44,457 | 61.15 | | | | | 44,457 | 45,535 | |
| CAPE COD TIMES | SUN | # | 51,996 | 71.52 | | | | | 51,996 | 53,780 | 52,499 |
| LAWRENCE (ESSEX CO.) | | 72,700# | | | 40,200 | | | 112,900 | | | |
| EAGLE-TRIBUNE | E | # | 44,722 | 61.52 | | 3,735 | 9.29 | | 48,457 | 56,626 | 58,174 |
| EAGLE-TRIBUNE | SUN | # | 44,911 | 61.78 | | 4,448 | 11.06 | | 49,359 | 59,209 | 60,004 |
| LOWELL (MIDDLESEX CO.) | | 78,900 | | | 48,100 | | | 127,000 | | | |
| SUN | E | | 47,494 | 60.20 | | 6,331 | 13.16 | | 53,825 | 54,625* | 56,247* |
| SUN | SUN | | 45,582 | 57.77 | | 5,901 | 12.27 | | 51,483 | 53,269* | 54,519* |
| LYNN (ESSEX CO.) | | 47,900 | | | 102,100 | | | 150,000 | | | |
| ITEM | E (M-F) | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME | | | | | | | | | |
| ITEM | SAT E | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME | | | | | | | | | |
| MALDEN (MIDDLESEX CO.) | | 21,900# | | | | | | 21,900 | | | |
| NEWS | E (M-F) | # | 4,838 | 22.09 | | | | | 4,838 | 6,136 | 6,917* |
| MEDFORD (MIDDLESEX CO.) | | 20,800# | | | | | | 20,800 | | | |
| MERCURY | E (M-F) | # | 4,406 | 21.18 | | | | | 4,406 | 4,677 | 4,995* |
| MELROSE (MIDDLESEX CO.) | | 10,600# | | | | | | 10,600 | | | |
| NEWS | E (M-F) | # | 1,337 | 12.61 | | | | | 1,337 | 1,484 | 1,733* |
| MILFORD (WORCESTER CO.) | | 29,600# | | | | | | 29,600 | | | |
| NEWS | E | # | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME | | | | | | | | |
| NEW BEDFORD (BRISTOL CO.) | | 55,100 | | | 31,300 | | | 86,400 | | | |
| STANDARD TIMES | E (M-F) | | 32,637 | 59.23 | | 13,804 | 44.10 | | 46,441 | 46,948 | 46,996 |
| STANDARD TIMES | SAT M | | 32,538 | 59.05 | | 13,789 | 44.05 | | 46,327 | 46,898 | 46,998 |
| STANDARD TIMES | SUN | | 33,958 | 61.63 | | 15,100 | 48.24 | | 49,058 | 51,058 | 51,018 |
| NEWBURYPORT (ESSEX CO.) | | 12,200 | | | 24,400 | | | 36,600 | | | |
| NEWS | E | | 7,082 | 58.05 | | 5,006 | 20.52 | | 12,088 | 12,506 | 12,286 |
| NORTH ADAMS (BERKSHIRE CO.) | | 13,000 | | | 5,200 | | | 18,200 | | | |
| TRANSCRIPT | E | | 9,632 | 74.09 | | 1,004 | 19.31 | | 10,636 | 10,942 | 11,190 |
| NORTHAMPTON (HAMPSHIRE CO.) | | 34,100# | | | | | | 34,100 | | | |
| GAZETTE | E | # | PUBLISHER'S STATEMENT NOT FILED BY PRESS TIME | | | | | | | | |
| PEABODY (ESSEX CO.) | | 16,600 | | | 3,700 | | | 20,300 | | | |
| TIMES | E | | 3,339 | 20.11 | | 47 | 1.27 | | 3,386 | 3,477 | 3,453 |

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*AVERAGES FOR 3 MONTHS

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

| MASSACHUSETTS | | CZ OR NDM OH'S | CZ OR NDM CIRC | RATIO CIRC/ OH'S | RTZ OR NDM OH'S | RTZ OR NDM CIRC | RATIO CIRC/ OH'S | TOTAL NDM OR CZ & RTZ OH'S | TOTAL NDM OR CZ & RTZ CIRC | TOTAL CIRCULATION AS OF 9/30/87 | TOTAL CIRCULATION AS OF 9/30/86 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| PITTSFIELD (BERKSHIRE CO.) | | 27,900# | | | 12,500 | | | 40,400 | | | |
| BERKSHIRE EAGLE | M | # | 22,190 | 79.53 | | 5,943 | 47.54 | | 28,133 | 33,875 | 33,591 |
| BERKSHIRE EAGLE (9-20-87 to 9-30-87) | SUN | # | 21,109 | 75.66 | | 5,742 | 45.94 | | 26,851 | 33,031 | |
| QUINCY (NORFOLK CO.) | | 67,100 | | | 52,800 | | | 119,900 | | | |
| PATRIOT LEDGER | E (M-F) | | 40,055 | 59.69 | | 25,701 | 48.68 | | 65,756 | 90,102 | 90,051 |
| PATRIOT LEDGER | SAT M | | 43,201 | 64.38 | | 27,468 | 52.02 | | 70,669 | 97,289 | 95,452 |
| SALEM (ESSEX CO.) | | 48,900 | | | 42,900 | | | 91,800 | | | |
| NEWS | E | | 22,877 | 46.78 | | 7,455 | 17.38 | | 30,332 | 31,054 | 30,781 |
| SPRINGFIELD (HAMPDEN CO.) | | 136,500 | | | 103,000 | | | 239,500 | | | |
| UNION NEWS (6-1-87 to 9-30-87) | ALL DAY | | 82,965 | 60.78 | | 23,957 | 23.26 | | 106,922 | 113,907 | |
| UNION, NEWS (4-1-87 to 5-31-87) | CMB DLY | | 97,281 | 71.27 | | 25,870 | 25.12 | | 123,151 | 129,899 | |
| UNION (4-1-87 to 5-31-87) | M | | 44,159 | 32.35 | | 16,366 | 15.89 | | 60,525 | 66,894 | |
| NEWS (4-1-87 TO 5-31-87) | E | | 53,122 | 38.92 | | 9,504 | 9.23 | | 62,626 | 63,005 | |
| REPUBLICAN | SUN | | 98,276 | 72.00 | | 40,115 | 38.95 | | 138,391 | 156,374 | 155,677 |
| TAUNTON (BRISTOL CO.) | | 17,100 | | | 23,900 | | | 41,000 | | | |
| GAZETTE | E | | 9,485 | 55.47 | | 3,870 | 16.19 | | 13,355 | 13,647 | 13,894 |
| WALTHAM (MIDDLESEX CO.) | | 21,300 | | | 67,900 | | | 89,200 | | | |
| NEWS-TRIBUNE | E (M-F) | | 7,263 | 34.10 | | 4,261 | 6.28 | | 11,524 | 11 725 | 12,429 |
| WORCESTER (WORCESTER CO.) | | 95,200 | | | 127,900 | | | 223,100 | | | |
| TELEGRAM, GAZETTE | CMB DLY | | 77,949 | 81.88 | | 43,104 | 33.70 | | 121,053 | 135,736 | |
| TELEGRAM (Eff. 9-1-87) | M (M-F) | | 30,613 | 32.16 | | 17,182 | 13.43 | | 47,795 | 57,766 | |
| GAZETTE (Eff. 9-1-87) | E (M-F) | | 47,336 | 49.72 | | 25,922 | 20.27 | | 73,258 | 77,970 | |
| TELEGRAM (9-1-87 to 9-30-87) | SAT | | 73,133 | 76.82 | | 39,694 | 31.04 | | 112,827 | 125,273 | |
| TELEGRAM | SUN | | 64,150 | 67.38 | | 44,101 | 34.48 | | 108,251 | 126,761 | 127,951 |
| MICHIGAN | | | | | | | | | | | |
| ADRIAN (LENAWEE CO.) | | 7,300 | | | 23,900 | | | 31,200 | | | |
| TELEGRAM | E | | 5,403 | 74.01 | | 11,197 | 46.85 | | 16,600 | 16,795 | 17,199 |

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*AVERAGES FOR 3 MONTHS

PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

| MICHIGAN | | CZ OR NDM OH'S | CZ OR NDM CIRC | RATIO CIRC/ OH'S | RTZ OR NDM OH'S | RTZ OR NDM CIRC | RATIO CIRC/ OH'S | TOTAL NDM OR CZ & RTZ OH'S | TOTAL NDM OR CZ & RTZ CIRC | TOTAL CIRCULATION AS OF 9/30/87 | TOTAL CIRCULATION AS OF 9/30/86 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| ALPENA (ALPENA CO.) | | 7,900 | | | 12,700 | | | 20,600 | | | |
| NEWS | E | | 7,576 | 95.90 | | 5,076 | 39.97 | | 12,652 | 13,160 | 13,002 |
| ANN ARBOR (WASHTENAW CO.) | | 47,900 | | | 84,200 | | | 132,100 | | | |
| NEWS | E | | 22,758 | 47.51 | | 25,084 | 29.79 | | 47,842 | 48,921 | 49,819 |
| NEWS | SUN | | 26,419 | 55.15 | | 31,235 | 37.10 | | 57,654 | 59,193 | 58,796 |
| BAD AXE (HURON CO.) | | 1,300 | | | 14,400 | | | 15,700 | | | |
| HURON TRIBUNE | E | | 1,459 | 112.23 | | 6,640 | 46.11 | | 8,099 | 8,628 | 8,860 |
| BATTLE CREEK (CALHOUN CO.) | | 34,400 | | | 59,600 | | | 94,000 | | | |
| ENQUIRER | E (M-F) | | 19,470 | 56.60 | | 10,481 | 17.59 | | 29,951 | 30,155 | 29,387 |
| ENQUIRER | SAT M | | 18,860 | 54.77 | | 10,635 | 17.84 | | 29,475 | 29,677 | 28,608 |
| ENQUIRER | SUN | | 24,142 | 70.18 | | 14,174 | 23.78 | | 38,316 | 38,558 | 37,825 |
| BAY CITY (BAY CO.) | | 28,200# | | | 50,400 | | | 78,600 | | | |
| TIMES | E | # | 21,788 | 77.26 | | 14,268 | 28.31 | | 36,056 | 39,956 | 39,650 |
| TIMES | SUN | # | 23,802 | 84.40 | | 19,143 | 37.98 | | 42,945 | 48,839 | 47,389 |
| BENTON HARBOR-ST. JOSEPH (BERRIEN CO.) | | 75,800# | | | | | | 75,800 | | | |
| HERALD-PALLADIUM | E | # | 33,628 | 44.36 | | | | | 33,628 | 35,933 | 36,560 |
| DETROIT (WAYNE CO.) | | 490,500 | | | 1,209,600 | | | 1,700,100 | | | |
| FREE PRESS | M (M-F) | | 154,257 | 31.45 | | 355,214 | 29.37 | | 509,471 | 649,312 | 656,477 |
| FREE PRESS | SAT M | | 133,707 | 27.26 | | 331,719 | 27.42 | | 465,426 | 590,750 | 600,889 |
| FREE PRESS | SUN | | 148,101 | 30.19 | | 386,540 | 31.96 | | 534,641 | 732,699 | 747,268 |
| NEWS | ALL DAY (M-F) | | 205,932 | 41.98 | | 375,466 | 31.04 | | 581,398 | 686,787 | 680,800 |
| NEWS | SAT M | | 192,065 | 39.16 | | 353,611 | 29.23 | | 545,676 | 633,779 | 650,302 |
| NEWS | SUN | | 236,249 | 48.16 | | 482,979 | 39.93 | | 719,228 | 837,511 | 839,841 |
| ESCANABA (DELTA CO.) | | 7,100 | | | 10,400 | | | 17,500 | | | |
| PRESS | E | | 5,472 | 77.07 | | 4,968 | 47.77 | | 10,440 | 10,736 | 10,633 |
| FLINT (GENESEE CO.) | | 109,900 | | | 113,600 | | | 223,500 | | | |
| JOURNAL | E (M-F) | | 74,014 | 67.35 | | 33,821 | 29.77 | | 107,835 | 108,837 | 108,215 |
| JOURNAL | SAT M | | 71,076 | 64.67 | | 35,374 | 31.14 | | 106,450 | 107,548 | 104,345 |
| JOURNAL | SUN | | 76,559 | 69.66 | | 41,594 | 36.61 | | 118,153 | 120,436 | 118,328 |
| GRAND HAVEN (OTTAWA CO.) | | 6,800 | | | 7,800 | | | 14,600 | | | |
| TRIBUNE | E | | 5,275 | 77.57 | | 4,573 | 58.63 | | 9,848 | 10,469 | 10,291 |

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| MICHIGAN | | CZ OR NDM OH'S | CZ OR NDM CIRC | RATIO CIRC/ OH'S | RTZ OR NDM OH'S | RTZ OR NDM CIRC | RATIO CIRC/ OH'S | TOTAL NDM OR CZ & RTZ OH'S | TOTAL NDM OR CZ & RTZ CIRC | TOTAL CIRCULATION AS OF 9/30/87 | TOTAL CIRCULATION AS OF 9/30/86 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| GRAND RAPIDS (KENT CO.) | | 152,300 | | | 139,800 | | | 292,100 | | | |
| PRESS | E | | 96,007 | 63.04 | | 36,776 | 26.31 | | 132,783 | 138,205 | 135,998 |
| PRESS | SUN | | 109,120 | 71.65 | | 59,072 | 42.25 | | 168,192 | 184,162 | 179,604 |
| GREENVILLE (MONTCALM CO.) | | 3,400 | | | 16,900 | | | 20,300 | | | |
| NEWS | E | | 2,317 | 68.15 | | 5,759 | 34.08 | | 8,076 | 8,416 | 8,390* |
| HOLLAND (OTTAWA CO.) | | 26,000# | | | 10,100 | | | 36,100 | | | |
| SENTINEL | E | # | 15,308 | 58.88 | | 2,537 | 25.12 | | 17,845 | 18,461 | 16,444+ |
| HOUGHTON (HOUGHTON CO.) | | 3,300 | | | 16,800 | | | 20,100 | | | |
| MINING GAZETTE | E | | 2,743 | 83.12 | | 8,864 | 52.76 | | 11,607 | 12,137 | 12,149 |
| IRON MOUNTAIN-KINGSFORD (DICKINSON CO.) | | 5,900 | | | 13,900 | | | 19,800 | | | |
| NEWS | E | | 4,805 | 81.44 | | 5,582 | 40.16 | | 10,387 | 10,557 | 10,383 |
| IRONWOOD (GOGEBIC CO.) | | 4,800 | | | 16,200 | | | 21,000 | | | |
| GLOBE | E | | 3,614 | 75.29 | | 4,514 | 27.86 | | 8,128 | 8,558 | 8,585 |
| JACKSON (JACKSON CO.) | | 29,400# | | | 47,700 | | | 77,100 | | | |
| CITIZEN PATRIOT | E | # | 21,510 | 73.16 | | 16,313 | 34.20 | | 37,823 | 38,195 | 38,187 |
| CITIZEN PATRIOT | SUN | # | 22,780 | 77.48 | | 19,428 | 40.73 | | 42,208 | 42,843 | 42,330 |
| KALAMAZOO (KALAMAZOO CO.) | | 55,800 | | | 70,500 | | | 126,300 | | | |
| GAZETTE | E | | 34,595 | 62.00 | | 27,335 | 38.77 | | 61,930 | 63,152 | 63,355 |
| GAZETTE | SUN | | 38,734 | 69.42 | | 34,983 | 49.62 | | 73,717 | 77,518 | 75,890 |
| LANSING-EAST LANSING (INGHAM CO.) | | 97,000 | | | 60,200 | | | 157,200 | | | |
| STATE JOURNAL | M | | 43,585 | 44.93 | | 20,627 | 34.26 | | 64,212 | 66,035* | 64,730 |
| STATE JOURNAL | SUN | | 52,218 | 53.83 | | 28,804 | 47.85 | | 81,022 | 84,156* | 81,130 |
| LUDINGTON (MASON CO.) | | 3,700 | | | 12,700 | | | 16,400 | | | |
| NEWS | E | | 3,097 | 83.70 | | 4,341 | 34.18 | | 7,438 | 8,026 | 8,218 |
| MARQUETTE (MARQUETTE CO.) | | 7,200 | | | 18,500 | | | 25,700 | | | |
| MINING JOURNAL | E | | 6,960 | 96.67 | | 9,476 | 51.22 | | 16,436 | 18,138 | 17,802 |
| MENOMINEE (MENOMINEE CO.) | | 3,800 | | | 12,900 | | | 16,700 | | | |
| HERALD-LEADER | E | | 2,188 | 57.58 | | 2,211 | 17.14 | | 4,399 | 4,554 | 4,691 |
| MIDLAND (MIDLAND CO.) | | 14,700 | | | 26,500 | | | 41,200 | | | |
| NEWS | E | | 10,200 | 69.39 | | 6,941 | 26.19 | | 17,141 | 17,440 | 17,630 |

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PRELIMINARY FIGURES AS FILED WITH AUDIT BUREAU OF CIRCULATIONS SUBJECT TO AUDIT

| MICHIGAN | | CZ OR NDM OH'S | CZ OR NDM CIRC | RATIO CIRC/ OH'S | RTZ OR NDM OH'S | RTZ OR NDM CIRC | RATIO CIRC/ OH'S | TOTAL NDM OR CZ & RTZ OH'S | TOTAL NDM OR CZ & RTZ CIRC | TOTAL CIRCULATION AS OF 9/30/87 | TOTAL CIRCULATION AS OF 9/30/86 |
|---|---|---|---|---|---|---|---|---|---|---|---|
| MONROE (MONROE CO.) | | 10,700 | | | 36,000 | | | 46,700 | | | |
| NEWS | E | | 8,544 | 79.85 | | 16,866 | 46.85 | | 25,410 | 27,292 | 26,880 |
| MOUNT CLEMENS (MACOMB CO.) | | 96,600# | | | | | | 96,600 | | | |
| DAILY | E | # | 27,715 | 28.69 | | | | | 27,715 | 50,730 | 50,223 |
| MOUNT PLEASANT (ISABELLA CO.) | | 22,700# | | | | | | 22,700 | | | |
| SUN | M | # | 10,127 | 44.61 | | | | | 10,127 | 10,899 | 11,699 |
| MUSKEGON (MUSKEGON CO.) | | 35,400 | | | 45,400 | | | 80,800 | | | |
| CHRONICLE | E | | 28,366 | 80.13 | | 17,766 | 39.13 | | 46,132 | 47,897 | 47,358 |
| CHRONICLE | SUN | | 28,665 | 80.97 | | 20,643 | 45.47 | | 49,308 | 51,997 | 51,004 |
| PETOSKEY (EMMET CO.) | | 17,000# | | | | | | 17,000 | | | |
| NEWS-REVIEW | E (M-F) | # | 10,522 | 61.89 | | | | | 10,522 | 11,347* | 11,103* |
| PONTIAC (OAKLAND CO.) | | 163,900# | | | | | | 163,900 | | | |
| OAKLAND PRESS | E (M-F) | # | 71,511 | 43.63 | | | | | 71,511 | 73,467 | 71,119 |
| OAKLAND PRESS | SAT M | # | 69,830 | 42.61 | | | | | 69,830 | 71,689 | 69,913 |
| OAKLAND PRESS | SUN | # | 78,552 | 47.93 | | | | | 78,552 | 80,833 | 78,428 |
| PORT HURON (ST. CLAIR CO.) | | 28,100# | | | 36,800 | | | 64,900 | | | |
| TIMES HERALD | E | # | 18,551 | 66.02 | | 8,689 | 23.61 | | 27,240 | 28,171 | 27,225 |
| TIMES HERALD | SUN | # | 21,519 | 76.58 | | 10,368 | 28.17 | | 31,887 | 32,964 | 32,007 |
| ROYAL OAK (OAKLAND CO.) | | 85,600 | | | 64,100 | | | 149,700 | | | |
| TRIBUNE | E | | 34,543 | 40.35 | | 3,900 | 6.08 | | 38,443 | 39,393 | 39,600 |
| SAGINAW (SAGINAW CO.) | | 54,000# | | | 22,600 | | | 76,600 | | | |
| NEWS | E | # | 30,033 | 66.73 | | 12,665 | 56.15 | | 48,496 | 57,087 | 56,931 |
| NEWS | SUN | # | 37,108 | 68.79 | | 14,042 | 62.13 | | 51,190 | 63,326 | 62,683 |
| SAULT STE. MARIE (CHIPPEWA CO.) | | 7,300# | | | 8,500 | | | 15,800 | | | |
| NEWS | E (M-F) | # | 5,350 | 73.29 | | 2,395 | 28.18 | | 7,745 | 8,178 | 8,230 |
| STURGIS (ST. JOSEPH CO.) | | 3,900 | | | 14,600 | | | 18,500 | | | |
| JOURNAL | E | | 3,063 | 78.54 | | 5,197 | 35.60 | | 8,260 | 8,465 | 8,472 |
| TRAVERSE CITY (GRAND TRAVERSE CO.) | | 41,000# | | | | | | 41,000 | | | |
| RECORD-EAGLE | E | # | 25,897 | 63.16 | | | | | 25,897 | 26,879 | 25,900 |

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